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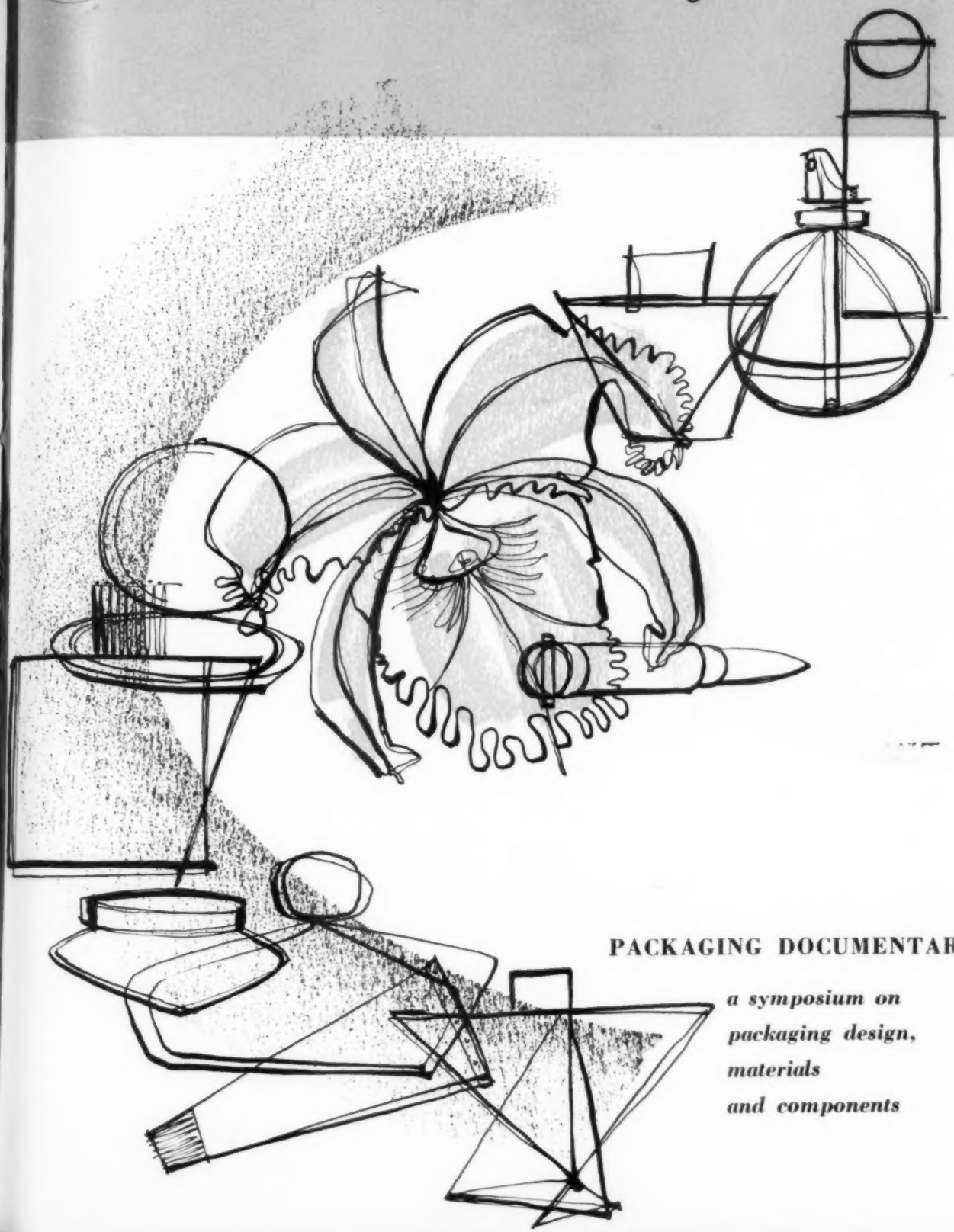

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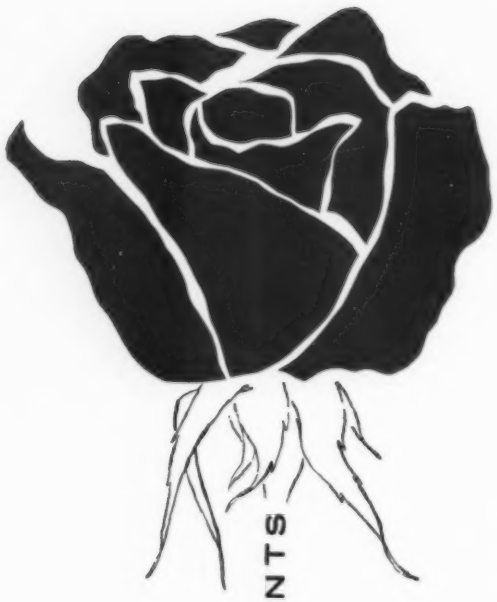

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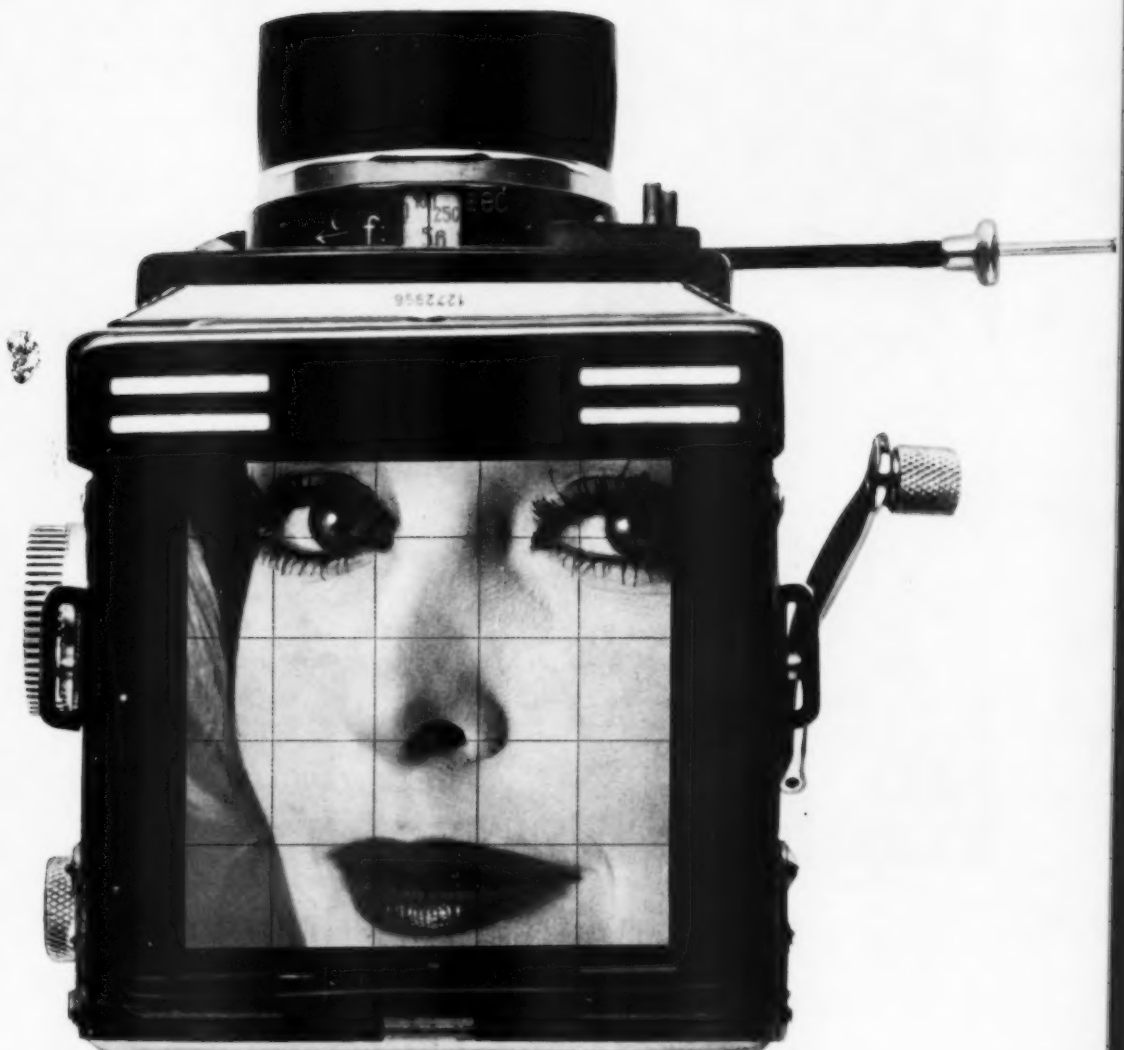

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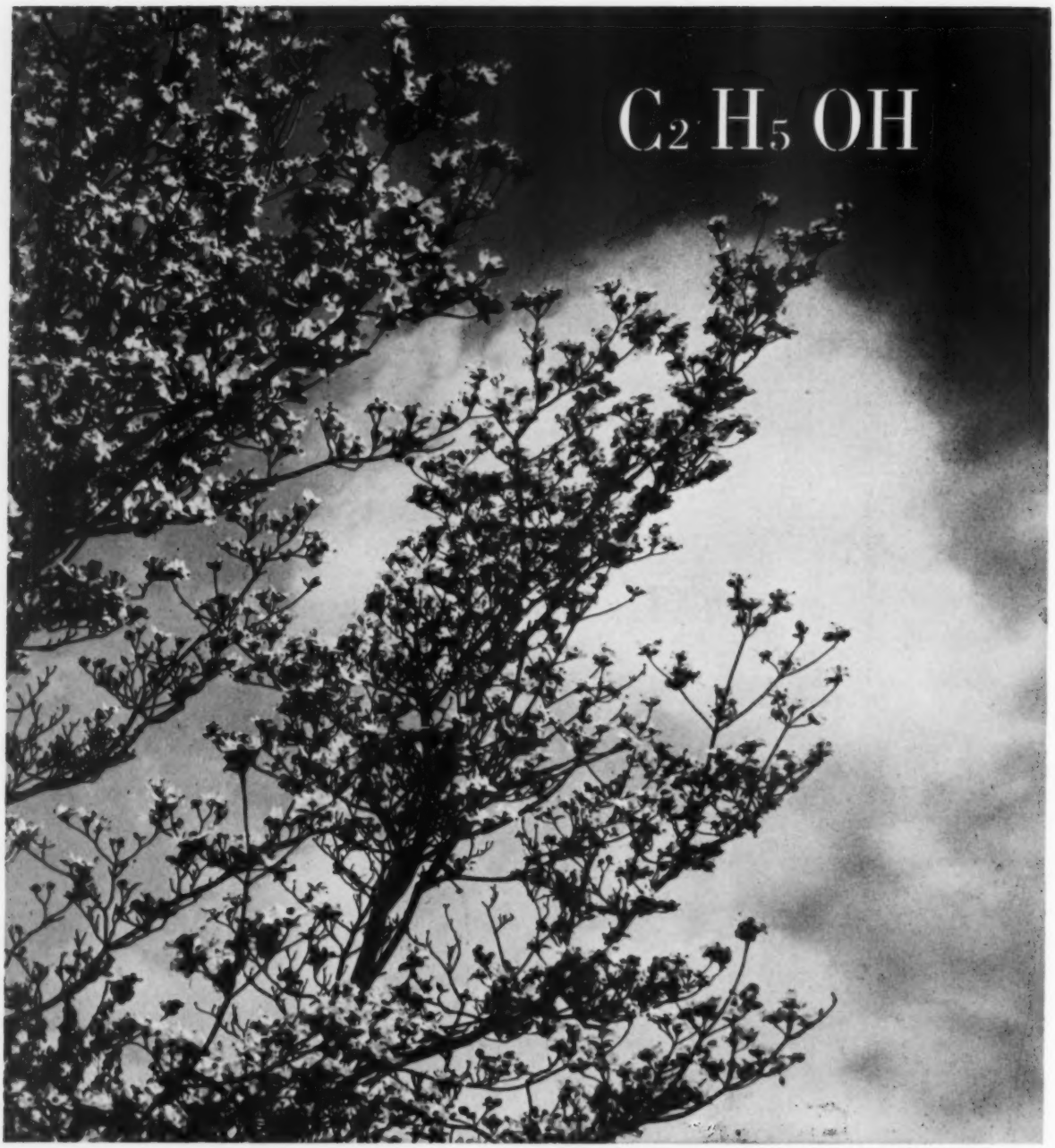

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American Perfumer

VOL. 76, NO. 8 August, 1961

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.....*by Ralph H. Thomas* 32

Functional packaging has long ago replaced bulk packaging. Today, the package is the visual manifestation of the product.

Importante augmentation des fonctions dans l'empaquetage des cosmétiques

L'empaquetage fonctionnel a depuis longtemps remplacé l'empaquetage en gros. Aujourd'hui, la présentation est la manifestation visuelle du produit.

Aumento de la Importancia de la Función en la Empaquetadura de Cosméticos

La empaquetadura funcional ha reemplazado desde hace tiempo la empaquetadura a granel. Hoy, el envase es una manifestación visual del producto.

Wachsende Bedeutung des funktionellen Verpackens der Kosmetika

Funktionelles Verpacken hat seit langer Zeit die Mengenverpackung verdrängt. Heutzutage ist die Verpackung die sichtbare Manifestation des Produktes.

Is your cosmetic line appropriately packaged?
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Vos cosmétiques sont-ils convenablement empaquetés?

Le consommateur à une préférence pour certains empaquetages qui peut être un guide dans la présentation des cosmétiques.

Está su línea de Cosméticos Propiamente Envasada?

El consumidor tiene una preferencia en empaquetadura que puede ser una guía para la presentación de cosméticos.

Sind Ihre Kosmetika zweckmässig verpackt?

Der Verbraucher hat eine Vorliebe für gewisse Verpackungen, die als Richtlinie beim Anbieten der Kosmetika gelten kann.

**There's variety in stock glass containers. .*by P. E. Roehrich* 42

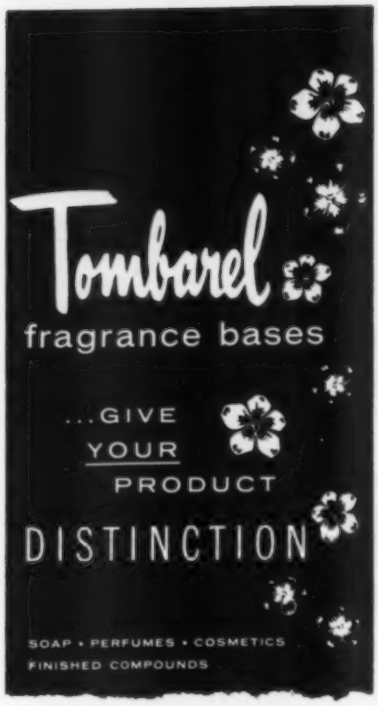
Product distinction through packaging various cosmetics in glass can be achieved because of the wide assortment of stock bottles and closures.

Il y a de la variété dans les récipients en verre

Identification d'un produit à travers de nombreux empaquetages en verre des cosmétiques, peut être obtenue à cause du grand nombre d'assortiments de bouteilles et de dispositifs de fermeture.

Hay Variedad en Envases de Cristal para Almacenaje

Se puede conocer la distinción en productos al envasar distintos cosméticos en cristal, por la variedad de envases y botellas existente.



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Mannigfaltigkeit bei handelsgebräuchlichen Glasbehältern

Eine Unterscheidung der Produkte durch das Verpacken der verschiedenen Kosmetika in Glasbehälter kann durch die reiche Auswahl and handelsgebräuchlichen Flaschen und Verschlüssen erzielt werden.

Structural design helps solve your packaging problems
.....by Mishel Greenberg 43

Author emphasizes physical aspects of engineering, aesthetics and merchandising as the architecture of packaging.

Dessin structurel vous aide à résoudre vos problèmes d'empaquetages

L'Auteur appuie sur les aspects physiques de la mécanique, de l'esthétique et du "Merchandising" comme étant l'art de l'empaquetage.

El Diseño Estructural le Ayuda a Resolver sus Problemas de Empaquetadura

El autor enfatiza los aspectos físicos de la ingeniería, estética y mercadería como la arquitectura de la empaquetadura.

Konstruktions-Entwürfe lösen Ihre Verpackungs-Probleme

Der Verfasser betont die physikalischen Gesichtspunkte hinsichtlich des Entwurfs, der Esthetik und der Warenaufmachung als das Eückgrat der Verpackung.

Cosmetics in squeeze-to-use tubes ....by Henry E. Griffith 48

A discussion of four different plastic resins, each of which are useful for packaging certain cosmetics.

Cosmétiques en tubes

Une discussion sur 4 différentes résines en plastique qui sont utilisées afin d'eı.paqueter certains cosmétiques.

Cosméticos en Tubos "Apriétese-para-Usarlo"

Una discusión sobre cuatro diferentes resinas plásticas, cada una de las cuales sirve para envasar ciertos cosméticos.

Kosmetika in Quetsch-Tuben

Eine Besprechung von vier verschiedenen Kunstharzen, von denen jedes zur Verpackung bestimmter Kosmetika verwendet werden kann.

Finishing techniques give "class" to containers
.....by D. A. Glenn 49

Stock plastic, glass and metal containers can—through the new technology—be finished and decorated to give that "hand-made look" with a sales flair.

Les dernières techniques donnent de la classe aux récipients

Les récipients en métal ou en verre et en plastique qui sont montés en série grâce à la nouvelle technologie peuvent être finis et décorés afin de rendre ce finissage qui attire les ventes.

Las Técnicas de Acabado le dan "Clase" a los envases

Envases de plástico, cristal y metal para almacenaje pueden—a través de la nueva tecnología—ser acabados y decorados para que den esa "sensación de hechos a mano" con una inclinación hacia las ventas.

Ausführungs-Techniken verleihen den Glasbehälterns "Ansehen"

Reguläre Behälter aus Kunststoff, Glas und Metall können mit Hilfe der neuen Technik so ausgeführt und dekoriert werden, dass sie einen handgefertigten Eindruck machen, der zum Kauf anreizt.

Packaging cosmetics in collapsible metal tubes
.....by Anthony A. D'Antonio 52

Improved technology enables more and more cosmetics to be packaged in metal tubes.

Empaquetage des cosmétiques dans des tubes métalliques souples

Une technologie perfectionnée amène de plus en plus les cosmétiques à être empaquetés dans des tubes métalliques.

Empaquetadura de Cosméticos en Tubos de Metal que se Aprietan

Los avances en la tecnicología permiten envasar más y más cosméticos en tubos de metal.

Die Verpackung von Kosmetika in zusammendrückbare Metalltuben

Eine verbesserte Technik führt dazu, dass immer mehr Kosmetika in Metalltuben verpackt werden.

Mounting cosmetic sales illustrate power of aerosol packaging .....by Thomas M. Hartley 54

Aerosol packaging has created one segment of the cosmetic industry, and accounts for almost ⅔ of the aerosol market.

L'augmentation des ventes des cosmétiques démontre la puissance des empaquetages "Aerosol"

Les empaquetages "Aerosol" ont créé un supplément dans l'industrie des cosmétiques, et représentent les ⅔ du marché de "l'Aerosol".

El Aumento de las Ventas de Cosméticos Ilustra el Poder de las Empaquetaduras Aerosol

Las empaquetaduras Aerosol han creado un segmento de la industria de los cosméticos y cuentas por casi ⅔ del mercado aerosol.

Steigende Umsätze in kosmetischen Artikeln illustrieren die grosse Bedeutung der Aerosol Verpackung

Die Aerosol Verpackung hat sich einen Teil der kosmetischen Industrie erobert; der Anteil der kosmetischen Aerosol Verpackungen beträgt beinahe 2/5 der gesamten Aerosol Marktes.

Metal containers for packaging cosmetics. . .by Frank White 57

There's a revolution underway in metal packaging of cosmetics. Improved lithography, embossed and textured surfaces, plus combining metal with other materials are contributing factors.

Les récipients métalliques pour l'empaquetage des cosmétiques

Il y a une révolution sous couvert dans la manière d'empaqueter métalliquement les cosmètiques. Une lithographie perfectionnée, des surfaces gravées et bien serrés, plus un mètal allié d'autres matériaux sont des facteurs puissants.

Envases de Metal para Empacar Cosméticos

Hay una revolución en camino en cuanto a la empaquetadura de cosméticos en metal. El adelanto en la litografía, el relieve y la textura de las superficies, además de la combinación de metal con otros materiales son factores contribuyentes.

Metallbehälter für die Verpackung der Kosmetika

Bei der Verpackung der Kosmetika in Metall ist eine Revolution im Gange. Eine verbesserte Beschdiftung, geprägte und andersartige Oberflächen, sowie die Verbindung von Metall mit anderen Materialien sind die beitragenden Faktoren.

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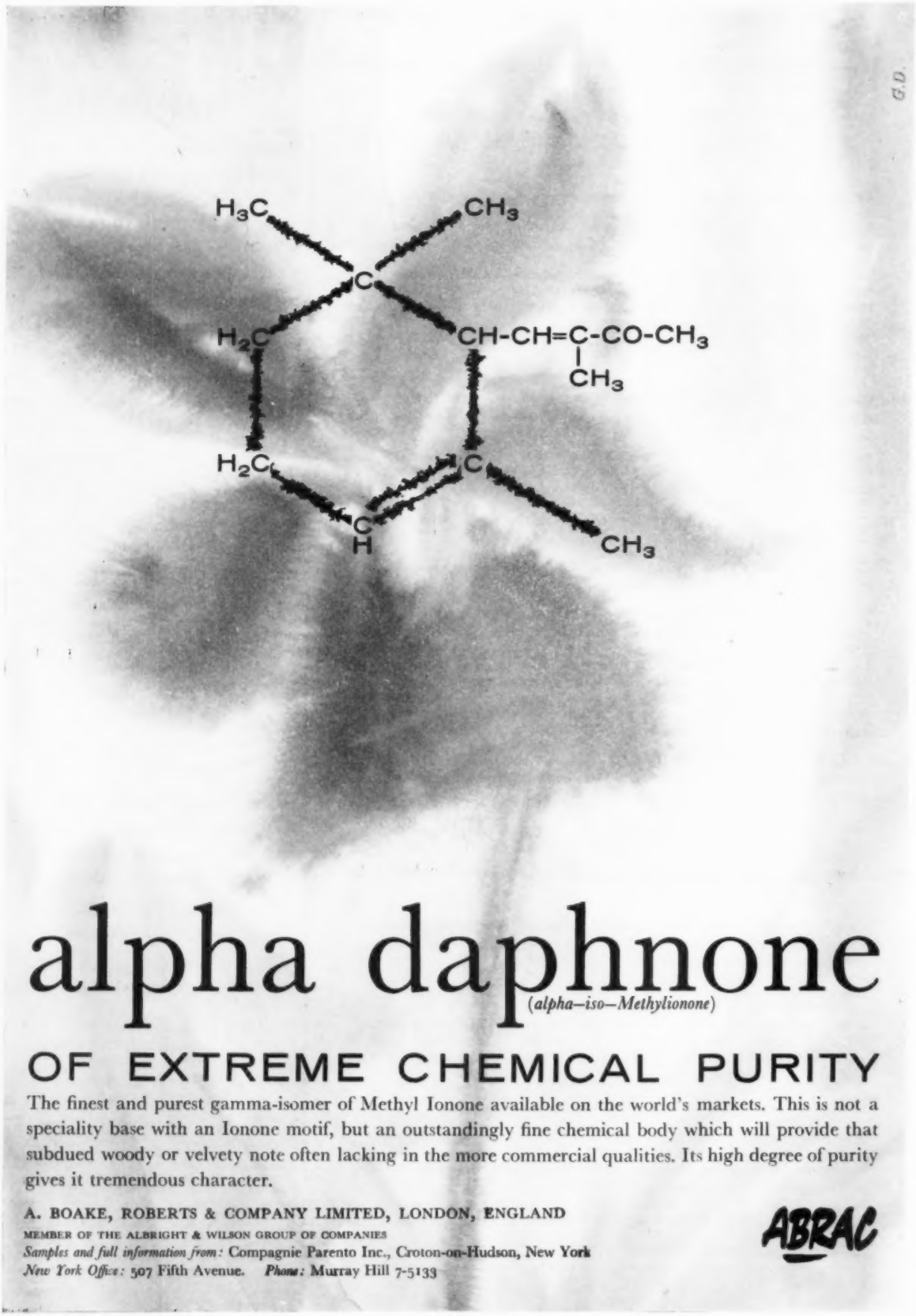

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REACTIONS

More on pH drop

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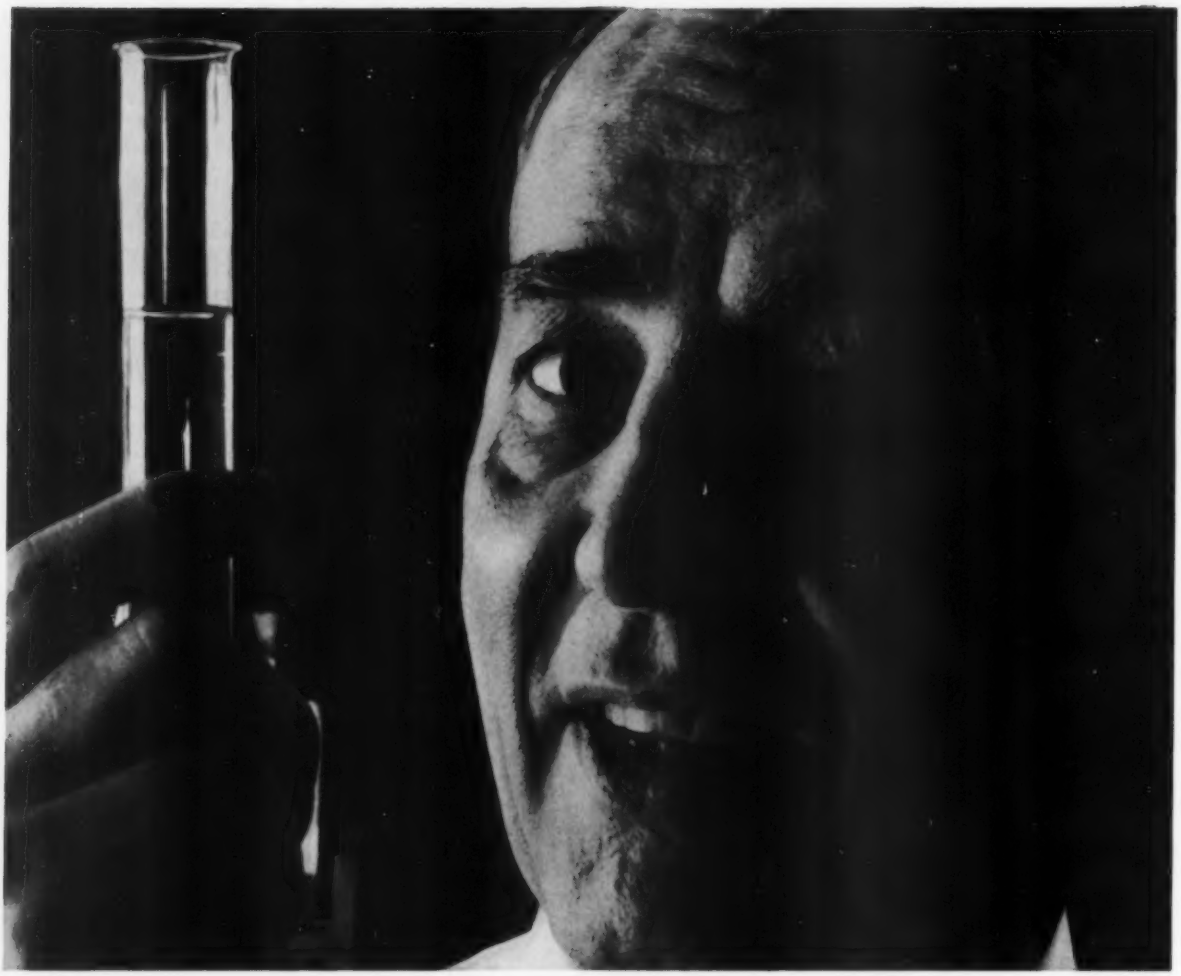

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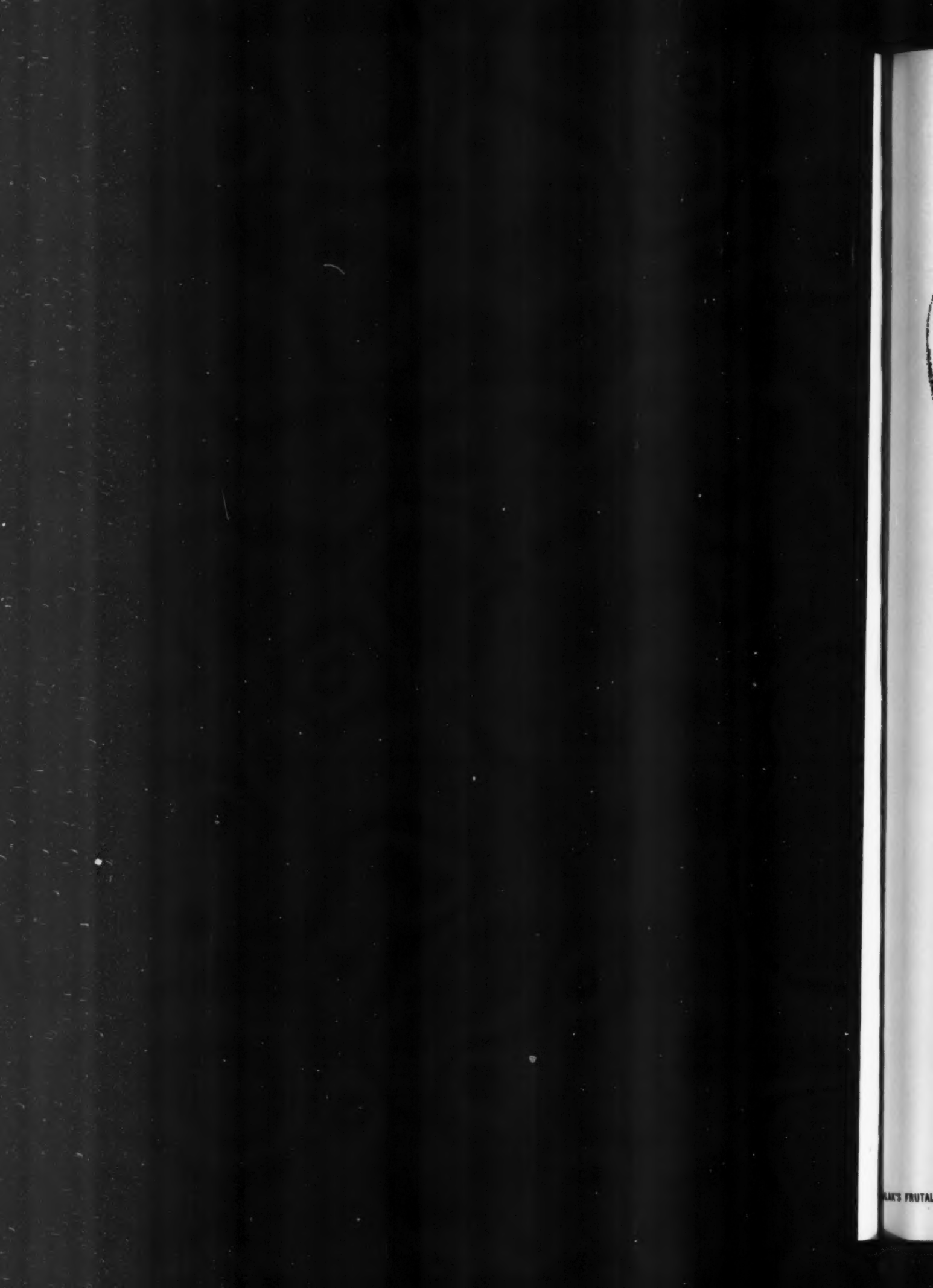

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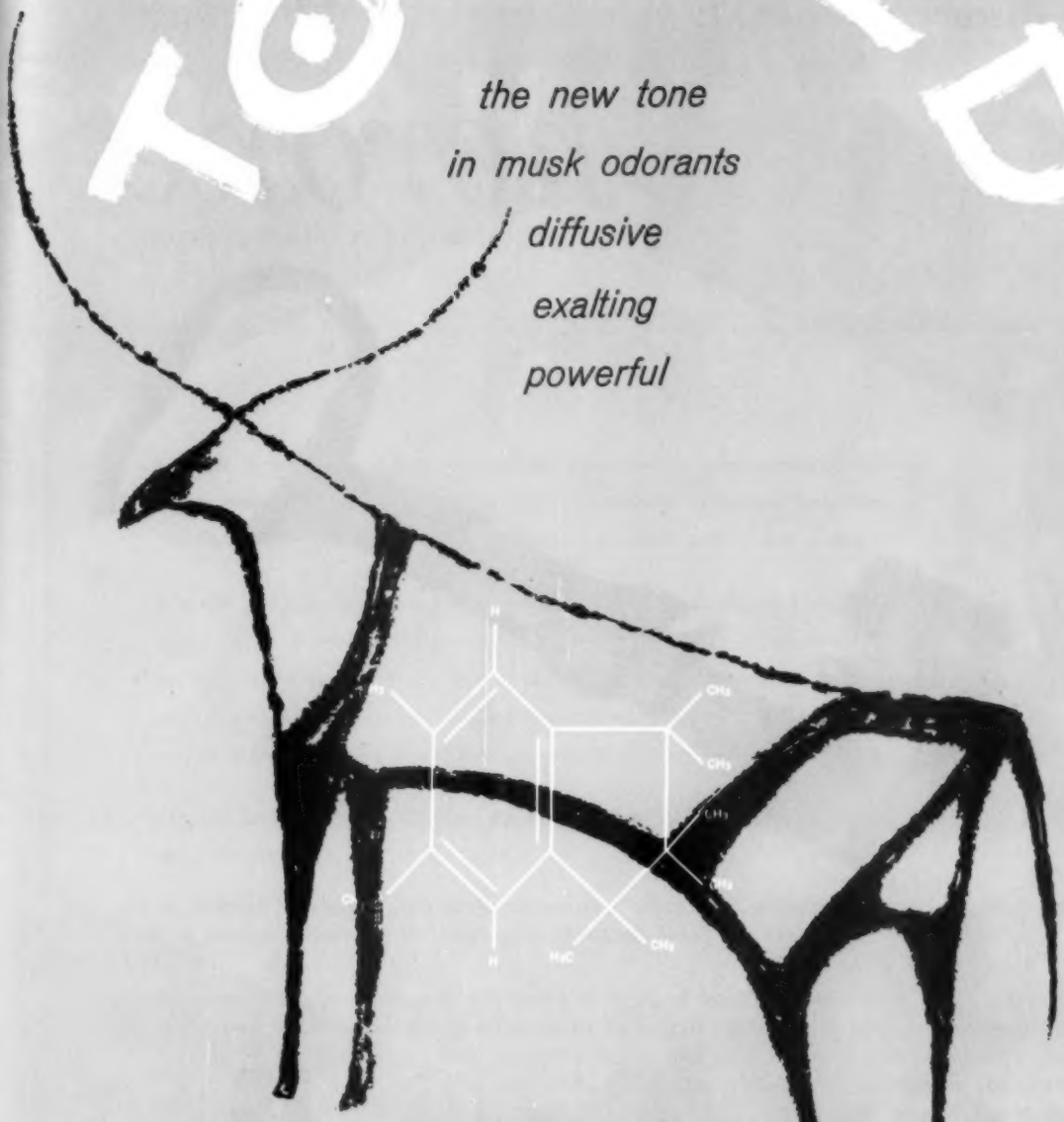

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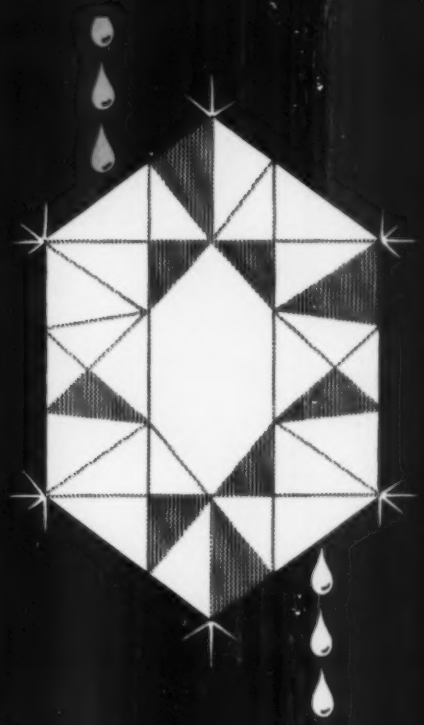

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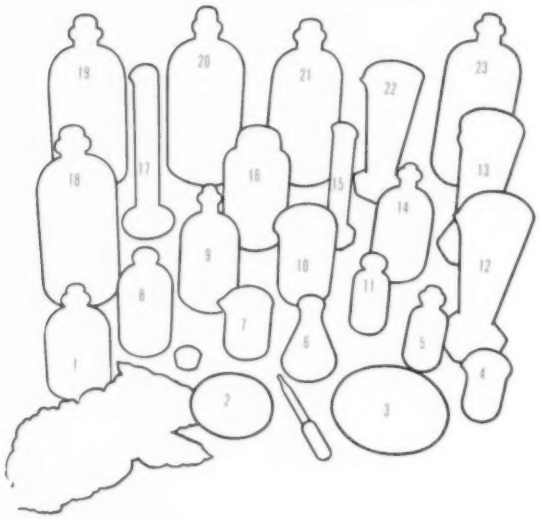

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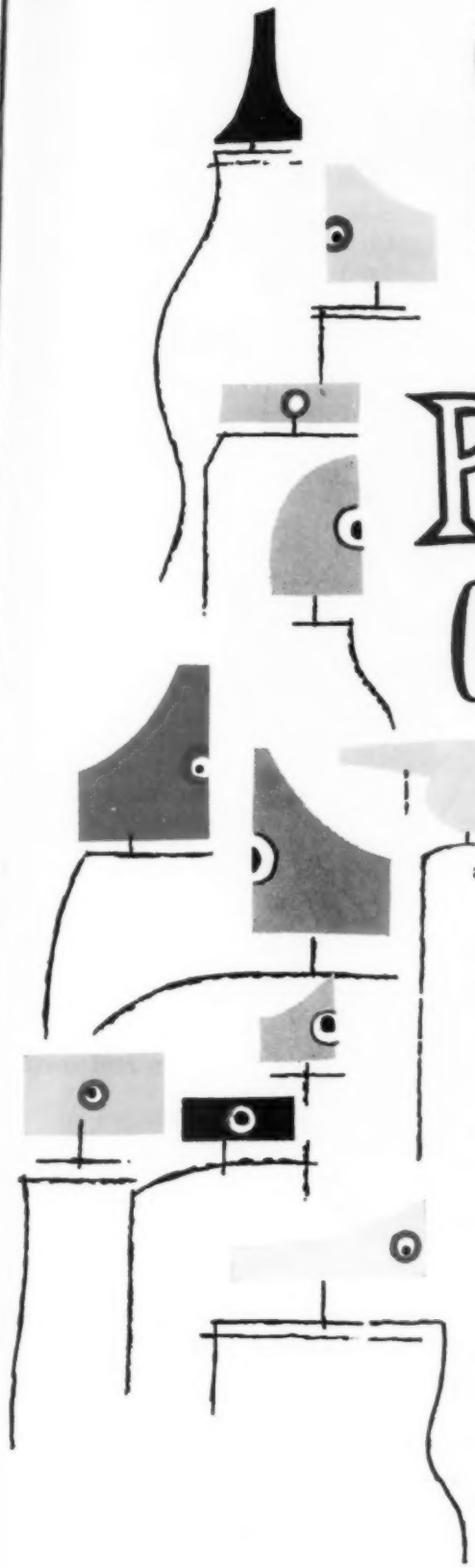

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Notes

When one starts a research project, it is always possible to end up in an area not originally contemplated. IBM researchers were looking for a carnauba replacement with more predictable physical properties. They synthesized a series of higher alcohol esters of dicarboxylic acids and found the materials possessed unusual properties . . . . . British Patent No. 852,102 describes the use of EDTA-2Mg. as a hydrogen peroxide stabilizer. Examples cited in the patent look very good . . . . . In examining a U. S. Patent issued in 1918, the last line states "copies of this patent may be obtained for *five* cents each . . . . . As you know today such copies are 25c each. Is this inflation or not?

Our European contemporaries are a never failing source of novelties. (Nouvelle Esthetique, May 1961, p. 5) Renaud recently presented formulations for cosmetics containing mucin . . . Reichstein and co-workers find that as little as 0.04 mg. of 9-oxo-Δ^2-decenoic acid is sufficient to prevent the production of queen cells in the beehive occupied by 150 bees. This material is the well known "queen substance" (Helv. Chim. Acta, *43*, 1682 (1960) which has been pentane extracted from queen bees.

Now it is Erythrasma instead of "athlete's foot". Furthermore Sarkany and co-workers find the disease due to bacteria not a fungus. (J. A. M. A. July 15, 1961).

Balsam of Peru is available in refined form so that it is a light, straw-colored liquid as compared to the dark brown product usually sold . . . . . According to Loewenthal, writing in the A.M.A. *Archives of Dermatology* for July, prickly heat may be caused by increased salt residues on skin due to perspiration . . . . . Tessler using Cryoxcide brand of ethylene oxide sterilant finds Styron and Tenite plastics were damaged but Zytel was not when exposed to fumes of the sterilant . . . . .

Climbing the business ladder

Young men who work their way up to managerial positions were found to have poorer health than executives who step into their jobs from college, a study revealed recently.

The study, reported in the current (July 29) Journal of the American Medical Association, was made by Drs. William N. Christenson and Lawrence E. Hinkle, Jr., New York City.

Subjects of the study were 139 men between the ages of 22 and 32, all of whom were managerial employees in the same corporation with incomes of from $6,000 to $10,000 a year.

Fifty-five of the men were fairly recent college graduates who had been hired as managers in one segment of the company. The other 84 men were high school graduates who had risen from the ranks.

The latter group displayed more syndromes of many types, both acute and chronic, the two physicians reported. Although the vast majority of these illnesses occurring during the year-long study normally would not have come to the attention of a physician, they said, "these men were significantly more impaired by their illnesses."

"Their estimated risk of death from illness during the year, though quite small, was distinctly greater than that of the other group," they said.

These young men also displayed significantly more of the signs commonly thought to be indicative of eventual high blood pressure and hardening of the arteries as well as premonitory signs of other serious diseases.

Essential Oils

In the history of mankind, essential oils have played a variegated role. They have been used in religious rituals, as condiments, as therapeutic agents, solvents, aphrodisiacs and germicides.

In the area of germicides, a series of publications by Katayama (J. Faculty of Fisheries and Animal Husbandry 1958-1960) establishes the significance of the various components of a group of essential oils as preservatives. The fractions were obtained by chro-

matographic and distillation methods. The concentration of the fraction at which growth of six organisms was then determined.

This work supplements and extends the data already published by Maruzzella and co-workers.

Another valuable addition to our knowledge of essential oils is the recent paper by Smith and Levi (Agricultural and Food Chem. 9, 230, 1961) who have developed a gas-liquid partition chromatographic method of determining the geographical **origin** of a group of peppermint oils. Others will undoubtedly be reported when the arduous labors in this direction are completed.

This work further supplements their earlier publication on the determination of citral in lemongrass and citrous oils by condensing with barbituric acid. As a result of the latter work, new concepts of the citral content of citrous oils have been developed. The traditional methods using hydroxylamine or phenylhydrazine lack specificity. Levi and Laughton used barbituric acid. Their results invariably showed a lower citral content of a given citrous oil than did those obtained by the traditional procedure.

Now a new role is ascribed to essential oil fractions. Certain terpenes (those used consisted of a mixture of borneol, camphenes, cineol, menthol, menthone and pinene) have been found to inhibit atherosclerosis in rabbits without impairing the absorption or storage of cholesterol, according to Benko and co-workers reporting in Nature, *190*, 731, (1961). This work, completed on 12 rabbits is far from significant. But it does point to a possible new role that either essential oils or their components may play in the life processes.

This work is all the more interesting because of the recent publications on the possible role of citrous oils as cancerogenic agents in the mouse fore-stomach if exposed to DMBA or 3,4,-BP. Where do you get DMBA or 3,4,-BP? Well, could be in the tars of cigarette smoke—or smoked food (fish, bacon, ham, etc.), charcoal broiled foods—most anywhere.

Incidentally, Levi and co-workers have recently prepared a book describing infrared methods of characterizing Ylang oil fractions, extending the study to the differentiation of Cananga and Ylang which resemble each other in odor and botanical origin. This book will be published by the AMERICAN PERFUMER this fall. It will have a preface by Ernest Guenther. Advance orders may be sent to the AMERICAN PERFUMER.

Book Review

Farbstoff Kommission Mitteilung 3 (Bulletin 3 of the Dye Commission), a preliminary list of coloring materials for cosmetics, Franz Steiner Verlag GmbH, Wiesbaden, Germany, 2nd edition, 1959. $21.50.

This bulletin lists 226 colors which the Dye Commission of the German Research Society considers harmless enough to be tentatively approved for cosmetic use. The colors are divided into three groups: C-colors are approved for use in cosmetic products of all tpes; C-ext-colors are for products not coming in contact with mucous membranes; C-WR-colors are usable only in cosmetic washing or cleaning products.

Aside from a seven-page introduction the bulletin consists entirely of the listing of the colors, and color charts on which are mounted chips colored with the listed materials. One sheet of the looseleaf binder of the bulletin is devoted to each dye or pigment. The data given include chemical designation, structual formula, Schultz Index No., Colour Index No., and page reference to the data on the same substance in the Dye Commission's Bulletin No. 6 (2nd edition, 1957). This latter bulletin must therefore be consulted for data on any reported studies of toxicity and for a list of countries where the color is approved for use in foods.

It is interesting to note that groups C and C-ext. contain a total of 190 colors, while the total number of D&C and Ext. D&C colors in the U. S. is under 80. Of the 190 colors, 9 are white pigments and 7 are inorganic pigments, leaving 174 organic dyes and pigments. Many of the colors on the U. S. list are also on the German list, but there is considerable difference of opinion as to the group in which they belong. Of the 26 dyes mentioned which are D&C colors in the U.S., 17 are in the German C group, 7 in the C-ext. group, 2 in the C-WR group. Of the 28 dyes mentioned which are Ext. D&C colors in the U.S., 7 are in the German C group, 20 in the C-ext. group, 1 in the C-WR group.

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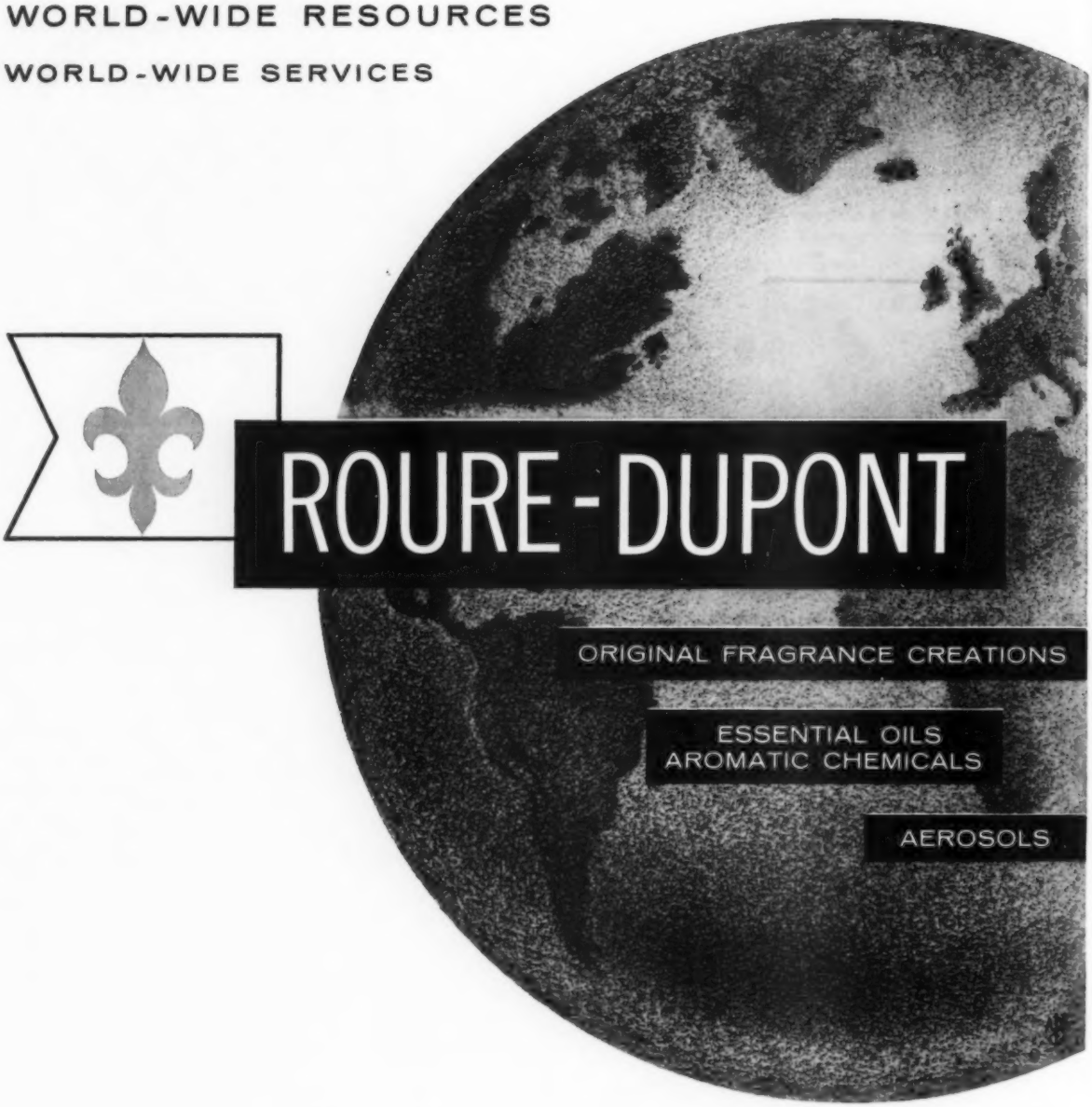

Roure-Bertrand Fils, Grasse, and Justin Dupont, Argenteuil, France, as well as their facilities in North Africa, India, the Far East and South America, have for decades been prime processors of basic ingredients for the perfumers of the world.

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American Perfumer
AUGUST • 1961
VOLUME 76 NO. 8

Packaging Documentary

Introduction

BY WALTER FRANK, President, The Walter Frank Organization, Hillside, Illinois

This entire issue is devoted to a series of comprehensive articles by some of the leading authorities in the field of cosmetic packaging. The assemblage is as well qualified and diverse as a package engineer and designer could wish and, we believe, a significant addition to the documentary series brought to you by the AMERICAN PERFUMER over the past few years. The presentation of this packaging documentary . . . a first for AMERICAN PERFUMER . . . is particularly pleasing to one who has spent a lifetime studying and working in the packaging field. It is further proof of the growth and recognition of the importance of packaging in the past 15 years.

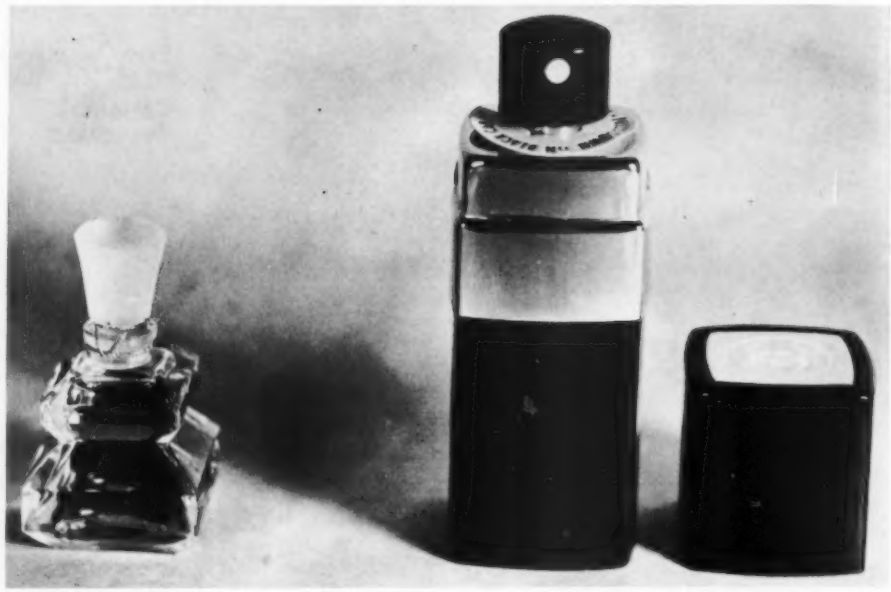
Behind this rise in the importance of packaging are the merchandising techniques practiced by retailers in 1961. To compete in the growing number of self-service outlets over the country, you must have a package as well as a product.

On page 32, you will find an up-to-date and thorough discussion of *function's* increasing importance in cosmetic packaging. Writer of the piece is Ralph H. Thomas, the Bristol-Meyers Co. Of special interest in his discussion are the contrasts between the same product in a new functional package and in the more conventional bottle with screw top.

Tubes for cosmetic packaging come under scrutiny in separate articles by Harry E. Griffith, Thatcher Glass Mfg. Co., and Anthony A. D'Antonio, Robert D. Eckhouse & Associates. Griffith covers plastic tubes with special emphasis on polypropylene (of particular significance to toiletries), and D'Antonio tells of the advantages and other significant aspects of metal tubes.

Other articles in this documentary cover set-up boxes; structure in package and display design; the new "fine art" techniques for decorating glass containers; aerosols for cosmetic products and a discussion of the latest developments and trends in glass perfume bottles.

Next month we will return to our regular department in analyzing new packages and promotions, and as important developments occur in packaging we will make every effort to keep you posted. Also we hope to bring you further book-length documentaries on the subject.



PERFUMES. The two packages show regular perfume bottle package and the new aerosol or pressurized package medium. The bottle package requires dispensing by dabbing onto the area required. No control of measurement, distribution or uniformity of application is rendered by the package. The pressurized package, by a simple depression of the button, will apply an evenly distributed and finely dispersed amount to a given area. The pressurized package also eliminates user requirements of cap and dabber function as well as application judgement of amount. The pressurized package valving mechanisms have metering controls so that the dispensed product may be limited to milligram amounts.

Increasing Importance of *Function* in Cosmetic Packaging

By Ralph H. Thomas
Bristol-Myers Co.,
Products Division,
Hillside, New Jersey

The era of bulk packaging to the consumer has long ago passed into a century of extreme competitive functional packaging for the consumer demands.

The days of being able to go into a store and have milk dispensed into your own container from a 25 gallon can have now given way to the age of the useful, functional, economic, versatile, convenient paper box. Marketing success depends on a number of factors besides the package or trademark.

In addition to distribution facilities, merchandising and sales personnel, the major marketing factor is predominantly the product itself and the functionality of the package. The over-all package symbolizes the character of the product. It expresses the nature or personality of the product. In self-service markets the package is the silent salesman.

Next in importance is the type and amount of advertising and promotion attributes expressed. These are important because an extensive advertising and merchandising program can only be as effective as the product and package fulfill the promise of the advertising and promotional claims. The package represents the product, and the product represents the package. The function of the package is directly controlled by the product qualities and its ability to adapt. Through direct appeal the package "becomes" the product. The package is the visual manifestation of the product.

The next area of importance is to achieve this and still maintain a price. The price of an article is often based on psychological factors as well as function and cost factors. Under average conditions, the price has to meet competitive prices.

Because of the complexity of modern marketing, it is not always possible to attribute the success of a brand entirely to a new package, function, or trademark.

The package functionality will not only identify the package but will also illustrate the brand from the standpoint of product quality and application. In the case of roll-on deodorants, many consumers will request Ban because this package functionality has qualified the product and typed its category. Consumers will classify synonymously the trade mark Hershey when they want a chocolate bar.

The functional package developments most likely to enjoy marketing success are those that take full cognizance of, and act in accordance with, every influence that may in any way affect the marketability of a product. In this way the promise of marketing success becomes inherent in those developments which have been fully and intelligently considered from a practical marketing standpoint. This is particularly true when they are put through a special development procedure which would include the following aspects:

1. To satisfy the needs and desires of a sizable consumer market at the exact time the product is being sold.

2. To monopolize this consumer market as far as possible as a direct result of exclusive or unique advantages in function, appearance, performance, price, sales approach, advertising, and marketing.

3. To meet production and sales requirements at profit by the manufacturer and to furnish adequate compensation to all associated with sales and merchandising.

4. To enhance the future relations between the manufacturer, prospective customers, and the different channels and types of outlets.

5. To decide what should be made, how it should be made, and how can it be marketed profitably for as long a time as possible.

6. To cover in all practical efforts the patentability or protection of development in view with the possible competitive pressures that may develop.

7. To assure the compliance with all F.D.A., I.C.C., and other agency requirements of packaging ethics for consumer protection.

Review of functional packaging

Functional packaging today has made many inroads in various cosmetic and toiletry areas. The last ten years has brought many new functional packaging concepts to the consumer:

Shaving Cream	—	**Aerosol Package**
Lotion Deodorants	—	**Roll On Package**
Nail Polish	—	**Printed Tape Nail Discs**
Perfumes	—	**Aerosol Package**
Colognes	—	**Aerosol Package**
After Shave Lotion	—	**Stick Packages**
Hair Curling	—	**Plastic Squeeze Bottle Package**
Hair Sprays	—	**Aerosol Package**
Hair Dyes	—	**Plastic Kit Package**
Liquid Deodorants	—	**Plastic Squeeze Bottle Package**
Shampoos	—	**Sponge Pad Packet**
Bath Oils	—	**Tablet Package**
Hand Lotions	—	**Pump Type Package**
Soaps	—	**Liquid Dispenser Package**
Face Creams	—	**Aerosol Package**
Dentifrices	—	**Aerosol and Plastic Bottle Package**
Lipstick	—	**Roll On Package**
Eyelashes	—	**Plastic Bristles**
Bath Salts	—	**Water Soluble Plastic Packets**
Foot Sprays	—	**Aerosol Package**

More functional packaging in the cosmetic and toiletries fields is still lacking in such products as: cream deodorants, depilatories, face creams, hand creams, body talcs, acne creams, mouthwashes, nasal rinses, ear rinses, face powders, rouges.

Analyzing the consumer needs in packaging

In challenging the functionality of a package and the consumer aspects, a great deal of market research is required. The development must be examined for its pros and cons prior to any marketing. The function of the package is only as valuable as the consumer sees and understand it, and has ability to be self assuring of the actual application.

New product market research— five progressive steps

Estimating the market: In considering whether to market a new product, one of the first questions which management must resolve is whether it will sell.

If the product is in a category already available to the public–dentifrices, for example–the market research staff obtains from publications, and other sources, an approximation of the annual dollar volume of the category; whether this volume has been increasing or decreasing; and whether products in the cate-

HAND LOTIONS. Two means of dispensing the same hand lotion. Hand lotions are usually of a heavy viscosity which require, by the regular bottle method, care and patience in dispensing.

The package with the built-in pump dispenser now renders improved function of dispensing. The pump package requires a depression of the bulb and a measured amount of product is dispensed into the hand. This package eliminates the need of capping which has inconveniences when the hands are wet with cream. It functionally allows automatic dispensing of an even measured amount of product.

gory are used by large or small segments of the population. It is then possible to estimate the sales potential of the new product.

If the product is unique, and thus falls under no existing category, comparable information is developed by interviewing prospective users.

Blueprinting the product: After the sales potential has been established, market research next tries to find out the specific qualities—taste, fragrance, color, consistency, etc.—people would like to see in the new product.

Large consumer research organizations specifically established for approaching and analyzing consumer reactions to the package and product, get the answers; interviewers throughout the United States question men and women in various age groups and occupations about their preferences. The results provide an invaluable guide for formulating and packaging the product.

Preliminary screening: From the consumer surveys and other data, the Division's product planning group directs the development of the preparation. Some times hundreds of combinations of ingredients are made before the final formulations are arrived at. In a new deodorant, for instance, a number of fragrances, each in varying strengths, might be used. After a preliminary screening by the experts in the laboratory, the most promising formulas are evaluated by employees of the company. The same procedure is followed in developing a package. This also involves an almost infinite number of variations which are appraised every step of the way.

Final consumer pretest: After the products have been narrowed down to one or two finalists, market research then tries to learn how the public thinks the products stack up against actual competitive brands. A sample of the product and a competitor's is mailed by an independent research organization to a panel of up to 7,000 individuals, carefully selected on the basis of occupation, income and location. The identity of the products has been completely concealed. Panel members are asked to use the samples for a specified period—usually two weeks—and then to fill out a questionnaire giving their opinion of each one. Improvements in formulations of products which are actually on the market, as well as of new ones, have often resulted from these questionnaires. Valuable data pertaining to the package and its functionality is obtained to guide the packaging engineers in improving the concept of package.

DEODORANTS. Two types of body underarm deodorants which are the major product concepts in the deodorant field. The regular package, the jar with a cream base product, requires the user to apply the cream by the use of fingers. The ball applicator in its creative design is properly contoured for fit in the underarm area and renders even distribution of product over a given area in a shorter period of time.

Sales testing: After receiving a favorable verdict from the consumer panel, the new product is ready for the final stage in the development process. This is the sales test in which the product is actually put on the market in representative areas throughout the United States. In these areas every effort is made to introduce it under the same conditions, and with the same advertising and promotional support it would receive on a national basis.

During the tests, independent research firms are employed to make continuing checks of the sales of the product and its competitors in selected drug and food outlets. From these data it is learned whether the brand is likely to show a pattern of continuing growth. People who buy the product are interviewed not only at the time of purchase, but also after a lapse of several months to see if they are still using it. The reaction of retailers to the product is also studied so that the sales department can predict how much promotion by the trade can be expected.

From these data about the consumer and the trade, all obtained under realistic marketing conditions, management can make an informed prediction of what the product and package function will do if it is introduced nationally—and whether such an introduction would be worthwhile.

Continuing research on product performance

Analysis of sales: Probably the most valuable set of facts which management can have at its disposal is accurate, complete, up-to-the-minute information about the sale of the company's products to its customers.

To obtain this information, companies make extensive use of the modern electronic calculating equipment. Each week this provides the national sales total for each of the brands. At monthly intervals, for each size of each product, the reports tabulate sales on a geographical basis, by division, territory and market area, and measured against the sales potential of the product in each of these units. Other reports, also issued monthly, break down the sales of each of the products by type of account.

Division management and its sales force use these statistics for forecasting sales, for preparing budget, for revising advertising plans to meet rapidly changing situations—in short, for guidance in reaching informed decisions about every aspect of product and package potential.

Analysis of retail outlets: Division market research also maintains a continuing evaluation of the movement of all their national brands in retail drug and food outlets, as a corollary to the information developed from analyzing sales to customers. Data for these reports are supplied by many outside consultants, such as the A. C. Nielsen Co., Towne-Oller

DENTIFRICES. Two methods of packaging a dentifrice. The regular package is the old standby metal collapsible tube. It has several short comings in the appearance-after-use and the problem of storage after use and deformation.

The plastic bottle package allows a large volume of product in a package which has overcome the appearance and storage problem.

Associates, and other research organizations. In selected stores throughout the country, at regular intervals, representatives of these firms take inventory of the products and those of competitors. The reports are useful in developing marketing strategy, and also in helping the sales representatives plan promotions.

Analysis of consumer attitudes: Who buys the products and what do people think about them?

To get the answers to these questions, interviews are conducted at least twice a year among a representative crosssection of consumers throughout the country about every product they market. From these surveys it is learned for each brand whether the most productive customers are men or women, whether they are young or old and whether they live in the city or in rural areas. From such surveys, it is learned, moreover, what people like or dislike about their products and their competitors, as well as what people think about current advertising campaigns.

From this information the company's advertising executives and agencies not only can select the media which will be most effective for each product, but can often develop effective new themes for forthcoming campaigns.

Cosmetic packaging research

The requirements for functional packaging in cosmetics entails detail understanding of the product stability, application, dispensing features, economics, and versatility of function. It is imperative that the package be studied to determine its contribution to the functional cause by maintaining the essential factors of delivering to the consumer the best quality and protection of product.

Reasons for doing packaging research

To develop new containers or new container ideas for present products—and for new products.

To bring about better standardization.

To increase utility of a product.

To reduce costs.

To solve existing problems.

To anticipate and prevent technological problems.

To contribute to the common store of knowledge for long term benefit.

Planning tests

Testing of packaging materials and containers should be planned in order to try to obtain an evaluation in terms of anticipated shelf life, hazards of field conditions, and consumer usage patterns. In doing the planning, attention should be given to the following:

Hazards considerations:

1. Preservation of product and package. What is the effect of heat, humidity, cold temperatures, sunlight, and other anticipated atmospheric conditions? Is there a weight loss, a loss of volatile or essential oils, a change in volatile or essential oils, discoloration, oxidation, etc.?
2. Physical protection to product and packaging. Is the product or package affected by vibration, drop, impact, change in barometric pressure?
3. Appearance. Is there a color change, or deleterious appearance of product or package? Is this item one that we can be proud of on the store shelf and in the consumer's home?

Accelerated and non-accelerated tests: The packaging engineer should determine what type of accelerated tests and non-accelerated tests should be used. In all circumstances there should be some of the tests set up at regular room temperature conditions and extended through a longer period.

Statistically significant sampling: Plans should be made to have the specimens, which are tested, representative of a broad distribution. For example, when testing molded pieces, it is well to test them from each of different cavities of the mold rather than all from one cavity.

Testing of an adequate number of samples: The engineer should plan his tests so that an adequate number of samples are available for all of the examinations and to have enough on hand to take care of any contingency which may come up during the course of the test.

Duration of test: All tests which are set up on accelerated conditions should be conducted through a period of time, which, when extrapolated equals an equivalent of two years at room temperature field conditions. There may be exceptions in instances where the researcher may wish (for comparative purposes of one variable to another) to extend beyond the extrapolated figure. However, the report should denote the exception and the reason for it.

Severity of test: In planning the severity of the test, the engineer should determine what he is trying to accomplish. There are times when a test may be overly severe in order to get a good comparison between two variables. For example, impact tests on bottles which have been treated to cut down breakage may be exaggerated in order to secure the desired results. In all cases the engineer should interpret the result in terms of the severity of the test as it is compared to use under actual conditions.

Controls: Whenever it is possible, tests should be conducted, making use of proper controls. Without controls, data sometimes is meaningless. Controls give the researcher the opportunity to stack up results in terms of a known benchmark.

Conducting the tests

It is pointless to set up a good test and then follow it through in an unplanned manner. Therefore, the test should be conducted with diligence and care.

Proper preparation of samples: Examples here might be proper waxing of closures in a permeation test, careful attention to weighing, and, using as precise a measuring instrument as is possible, conducive to the type of work to be followed.

Proper marking and coding: There has been more wasted effort because an individual after preparing a test got careless and forgot to mark his items properly.

Proper storage and handling: This is a common sense item, but too often it is overlooked. Test samples should be stored and handled with the view that the samples are to be read as a book—and no one reads a book very well that was erroneously stored and damaged.

Modifying the test if results and observations indicate modifications are needed: The researcher should be a flexible man and his tests also should be set up so that modifications can be made should the need arise. For example, there is no point in keeping a test underway if it shows conclusively that the results are negative.

Report writing

It must be kept in mind that a report is written for the benefit of the reader, more so than the writer. A report should state the facts and no opinions. It should present a story clearly and concisely on:

(a) What is done.
(b) Why it was done.
(c) When it was done.
(d) What was observed.
(e) What are the interpretations of the observations.
(f) What are the conclusions and recommendations.

The report should be neat and make use of good English. Where possible sketches, tables, charts, graphs, and illustrations should be included to graphically drive home the observations and conclusions. The individual and the department are judged by the report.

SHAMPOO. The same type shampoo into two types of package mediums. The regular package, which is the bottle, in this case illustrates an improvement in that it is a plastic bottle. Provides for the user lighter weight of package and elimination of the breakability.

The new package of individual packets of product is an unbreakable unit for direct application to the hair, eliminating need of dispensing into palm of the hand first. It is a throw-away.

In developing a package for consideration of function and application, it becomes a necessity that a procedure be established in approaching the project. There are many types of programs that have been established over the years by many firms that are tailored to their particular needs. A good general procedure is listed below which can be utilized by almost any type cosmetic or toiletry manufacturer.

1. Why a new package?

For a new product?
For an established product?
a. To improve protective functions which will:
Extend shelf-life
Protect product so package is:
- Air-tight (hermetic)
- Water/water-vapor resistant
- Impermeable to gases and organic vapors
- Sift-proof
- Permeable (allowing for "breathing")
- Insect and dust-proof
- Light resistant

Protect from damage in handling
Protect package from product damaging:
- Grease resistant
- Non-sticking

SHAVING CREAM. Two mediums of dispensing shaving creams. The tube contains brushless cream which is a functional improvement over its predecessor, regular cream. The aerosol or better named pressure package dispenses the shaving cream in a foam medium already disbursed for application and shaving. The pressure package now gives the user complete ready-to-use base with much more yield and coverage. The evenly dispersed foam also renders easy to clean and remove medium for the shaving requirement.

b. To strengthen sales appeal by:
New designs
Visibility
Colors
Raw materials
Family and/or brand identification
Legible, attractive type
Novelty
Good typographical layout
Shelf-display features
Simplicity
Quick Recognition
Good use of Selling Space
Ease of handling
Shape
Size
Closures
Reclosures
Size of opening
Dealer and consumer acceptance
c. To meet changes in retail methods and outlets
d. To reduce costs (unit cost per package and amount of returned goods)
e. To step-up production—meet consumer demands
f. To take advantage of new developments in packaging techniques
g. To meet competition
h. To meet changes in consumer requirements and buying habits
i. To provide improved and unique package functionality.

2. Merchandising and marketing

Sales and Advertising
a. Design and ease of handling
Is the size right (proper unit of purchase both for consumer and to meet competition)?
Does the package, size, and shape lend itself to good materials handling (for warehouser and retailer)?
What will be the channels of merchandising?
Where and how should package be marketed?
Does package lend itself to window and counter displays?
Will package be introduced at a psychological time to stimulate sales?
Does package have "salability"?
Does design permit code dating (if desired)?
What designs are used by competitors?
Is design original, imaginative, distinctive, utilitarian, and in good taste?
Does package connote cleanliness and freshness?
Has it eye appeal?
Is brand or family quickly identified?
Has selling space on package been advantageously used?
Is copy simple and convincing? Have practical instructions been included?
Will this package tie-in with other packages in your advertising program? Is it adaptable to planned merchandising methods?
If design makes costly changes in packaging machinery necessary, will these changes meet new consumer buying habits so well that cost is warranted?
Does design comply with laboratory specifications?
b. Consumer and dealer acceptance
Have you pre-tested sufficiently to determine what consumer and dealer want?
Will package keep consumer goodwill and confidence?
Does package meet changing buying habits and needs of consumer?
Is package wholly convenient for housewife (opening, reclosing, and pouring devices)?
Does it have re-use value?
Does package contain practical preparation advice?
Does copy adequately describe contents of package?

Conclusions

The rewards of good functional packaging in the cosmetic and toiletry field of course are indicated by the amount of sales acceptance. There are, however, other considerations to bear in mind. A corporate name or trademark can obtain a very favorable consumer acceptance and can be an indicator of an organization which goes to extremes to satisfy consumer functional requirements. This feeling automatically will advance the salability of items put out by this organization. The image of functional packaging is much more challenging in some fields than others due to the very nature of direct consumer sales application. The food industry has made tremendous strides in functional packaging not only in supplying the primary package but also in using the package in preparing the finished product.

The cosmetics industry, which provides for a mass outlet, has a more advantageous position in that the package cost margin is much greater than for foods. This allows considerable more avenues of functional development. Organizations today are striving more for consumer acknowledgement of designs in functional packaging because of the saturation of present products and in hopes of developing new products with new concepts.

Today the consumer looks at the package which has the extra functional feature as he did in the days of the big premium package era. The package with a built-in measuring device will have more appeal than the one wherein the consumer requires a spoon or other operational measure to dispense. Today, the fact that this can be done with small increase in cost and that the consumer is willing to pay for this convenience is the gratifying return for the development heartaches and toil spent on the package.

The patent office in Washington issues monthly copies of patents with descriptions of various developments which include a large percentage of package functional thinking. Bearing in mind that this represents the average consumer, you can relate that a great deal of interest is constant by the consumer.

The challenges for functional package in cosmetics, toiletries and similar fields are today at their greatest peak. The results of these challenges will determine the future consumer viewpoints as to whether they become assets or a detriment to the field.

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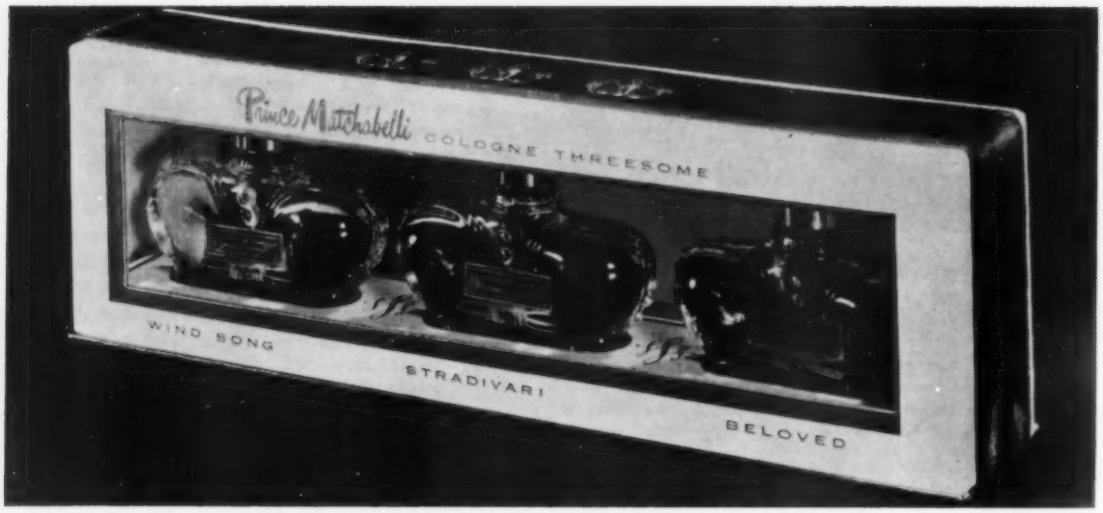


Box is attractive, has good clear-view value and an elegance which creates impulse buying. All packages shown in this article are prize winners from Set-up Paper Box competition of the National Paper Box Manufacturers Association. There have been many other winners, but these were selected for use here to illustrate various points in the article.

Is your cosmetic line appropriately packaged?

BY WALLACE UNGEMACH, President

Wallace Paper Box Corporation
Maspeth, Long Island, N. Y.

"A THING OF BEAUTY IS A JOY FOR EVER" we are told by the poet, and "Its loveliness increases". Since the dawn of man's time on earth the female of our species has continually tried to improve her appearance through the use of cosmetics. Someone described it humorously when he said "A little powder and a little paint make a girl look like what she ain't."

As women found some "complexion improvers and ointments" which they liked and valued, they had containers made for them. These containers, because of the valuable materials they held, and because of the naturally artistic nature of women, had to be ornate. Our earliest forms of cosmetic containers, still in existence in museums, came from the Egyptians. Clay pots, beautifully decorated, held the various colors of clay used by the Cleopatras of their day, and graced their dressing tables with comparative ornateness.

Down through the ages the containers for perfumes and other cosmetics have exhibited the value of their contents. We read of the three Kings of the East who came to Jerusalem with gifts of gold, frankincense, and myrrh. From all accounts we can be sure that the latter two gifts were appropriately packaged!

We also read in the Bible the story of Mary Magdalene who decided to anoint the head of Jesus. She went to the merchants to buy the finest oil possible, and the oil came in an alabaster box of value commensurate with its worth.

History's pages are replete with references to the use of cosmetics . . . and in most cases we have evidence of the containers used. Some were strictly utilitarian; most were beautifully decorated, for all cosmetics have always been highly prized, and the container had to reflect the value placed on the contents.

And so it is . . . even to this day. While in the days of old the actual container itself carried the decorations, today the outside packaging for the jars and bottles must reflect the glory of the product. All cosmetic houses recognize this, and each year invest huge sums to assure proper performance for their package. They know that exquisite packages attract, and that once having attracted, help sell the product, and keep it sold and re-sold during the life of the cosmetic item. Wherever women buy today, even in super-markets, fine examples of cosmetic packaging can be seen gracing the counters and shelves. Literally, these packages ask to be purchased.

And who among the American male contingent would take away from our lovely ladies the products of the cosmetic industries, which do so much to make our women more appealing and attractive?

Today we are cognizant of the fact that the one group responsible for this appeal and attractiveness of our ladies is the cosmetic industry whose aim is to beautify and make more lovely. The number of cosmetic items and aids to beauty is so large that

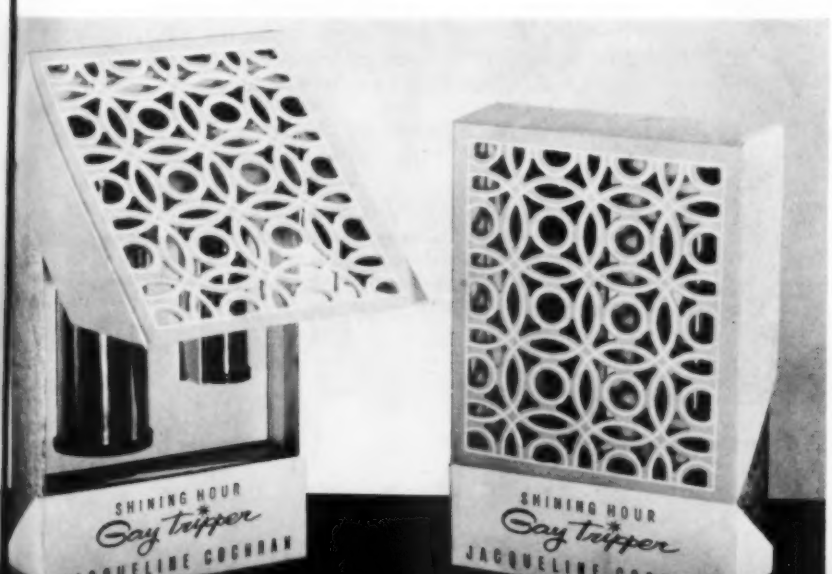
Box has a very masculine appearance for a masculine product; gives good identification of company name. Also, for shelf display, one end of box has company name imprinted. Base matches lid.

the average person cannot complete a list of all these aids by brand, variety, and type. There are hundreds of cosmetic factories competing with one another to capture m'lady's attention for their respective products and to persuade her to buy this or that cosmetic line so that her beauty will increase and be more captivating.

The millions of dollars spent in advertising these products is unbelievable, and the methods used to sell and convince m'lady are very clever. However, there are some cosmetic firms that overlook an important factor . . . the presentation of their product! Many times the sales of an item are far below expectations in spite of a tremendous advertising program plus the fact that the cosmetic item is a good one and will do the job as advertised, yet, and here's the point of this article, the manufacturer and advertising man forget that the method of packaging the item is very important in capturing m'lady's attention and making her *want* that particular item. Packaging plays an important role in accomplishing this.

The packaging of perfume, lipstick, powder, or any

Powder, powder puff and cologne—a 3-in-1 unit—has good sales stimulation value. It is transparent, and carries a bold product identification.

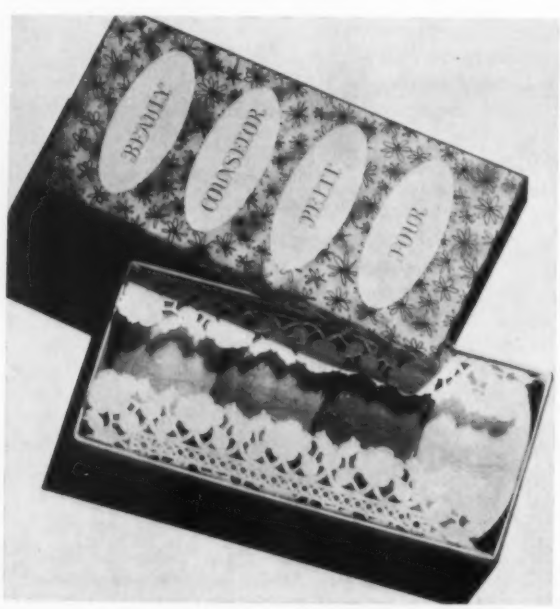


Light blue latticed face package on white base gives dramatic display to gold perfume bottle and purse flacon.

cosmetic, should be given more consideration. Successful manufacturers and merchants are becoming more and more conscious of the value of proper packaging in the presentation of any item, and further, the public has expressed a preference for better packaging. Last year the National Paper Box Manufacturers Association, of which I was then president, conducted a survey among customers in a large reputable store. *We found that 96% of the people do have a packaging preference; do think about boxes and re-usability of boxes, and, of those interviewed, 81% had a preference for a particular kind of box . . . the set-up or solid box.* Actually, this was no surprise to anyone, but never before had a survey been conducted to ascertain the wishes or preference of the public. *Now we know definitely that the wishes of the public must be considered as we present our merchandise items.*

In the cosmetic field there is much room for improvement in the packaging or housing of an item. Any old box will not suffice! Package cosmetics properly and make them desirable, because the eye can influence the mind's decision. Observe on these pages pictures of exceptional boxes . . . prize-winning boxes . . . which increased sales of these cosmetic lines because the packages are outstanding, beautiful, and influential at the point of sale.

Products succeed or fail at the point of sale. All the time, talent, and money invested in planning, research, raw materials, processing, and distributing reach the payoff point when the goods are offered to the customer. This is why the appearance of the product at the point of sale is of tremendous importance. **Packaging is a very strong element in the emotional appeal which is involved in merchandising any product, particularly the cosmetic lines.** Packaging for handling and transport, and packaging for convenience and display are separate requirements, but are not easily divorced. We are primarily concerned, in this article, with the visual influence of the package.



May I point out that merchandising problems deal with intangibles . . . among the most important of which are the whims of the public. Merchandising, like medicine, is an inexact science: both involve people, and in both, diagnosis depends on unstable factors. Styles, whims, and attitudes reflect the impulses of the public, and some of the actions, decisions, and trends are not completely predictable.

Desire, not logic or advertising, is generally the motivating influence for many buying decisions. People buy what they want, what they *see,* not always what they need. The visual display influences them. That's why a handsome box, housing a cosmetic, can make sales; it's the surroundings of the item which counts just as much sometimes as the item itself. We must remember that good packaging appeals to the senses.

Now we know that a box is a box! Of course, there are boxes, and then there are boxes . . . just plain boxes, boxes that are not sturdy, not handsome, not colorful.

What does the box do? A successful designer puts it this way: "A package is a protective product container, in various sizes and visual attributes, serving as a portable unit of dynamic sales potential."

And a successful retail packaging expert defines a box this way:

A good box gives us price! It improves our store's overall appearance.

A good box saves us money! It gives adequate damage control and it cuts freight costs.

A good box keeps us competitive! It helps self-selection.

A good box makes it easier to re-order! It helps inventory control.

A good box saves time! It makes checking and marking easier.

A good box makes us more efficient in many ways! It saves handling and helps us to make good displays.

A good box sells more goods! We can be sure the customer gets the complete sales story.

A good box keeps merchandise sold! Its copy helps build value up to the price the customer has paid for it.

And, by a good box I mean a solid, well-made, colorful, well-designed, proper setting for a merchandised item!

I believe you'll enjoy the most appropriate definition of a package I've ever heard . . . it came from a small child: "A box is something to look into!"

If I were a manufacturer of cosmetics the following points would be **compulsory check-offs by my designers and advertising men before they were per-**

Effective package for soap. Lid overwrapper has surface design planned to blend with the contents. Floral pattern uses colors to match the soap, and white oval areas tie in with the soap shape, giving good relief to the design, and space for product identification.

mitted to order a box for any of my cosmetic lines:

DOES THE BOX HAVE:

a. **Identification?** (Product features, price, quality.)
b. **Convenient form?** (Easy to handle, carry, use.)
c. **Simplicity?** (Easy to open, remove and examine the product and reclose.)
d. **Varying quantity?** (Different sizes to match changing needs.)
e. **Re-usability?** (To store the product purchased or new uses . . . remembering, m'lady likes to keep boxes and re-use them for many items other than the original one.)
f. **Appealing appearance?** (Clean, colorful, fresh, tempting, desirable, will it sell?)
g. **Protection of product?** (Sturdy enough to withstand handling and shipping.)
h. **Price marking ease?** (Pre-marked or easy to mark before unloading from shipping carton.)
i. **Directions?** (Instruction in product use, care, and storage.)
j. **Display value?** (Ready display of goods without monopolizing counter.)
k. **Pilferage proof characteristics?** (Protecting small items from theft.)
l. **Attention value?** (More attractive than the competitive product.)
m. **Compactness?** (Save in cost of shipping.)

These are the attributes of a good package . . . a well-made box . . . a sturdy box . . . a box which properly houses a line of cosmetics for m'lady.

Conscious that today "the package is replacing the salesman" at the point of sale, it is the natural wish of all concerned with the creation of a cosmetic set-up box to provide an irresistible package.

All cosmetic manufacturers are interested in *how to get a package for less money.* Briefly, a better understanding should exist between the purchasers and their package suppliers. The supplier can, for example, make many suggestions to cut the cost of any particular box without destroying the glorified box the designers originally dreamed of.

So often the art department of a cosmetic manufacturer designs a package entailing the use of too many hand operations and thus "out-prices" the box. A good box man will offer modifications to achieve the same results, such as changing the layout of the items, so that the box will be of a size that can be produced on an automatic wrapper, or maintaining the idea of having a shallow box to better display the contents without the necessity of an extension base. A rim inside the cover will achieve this end. Naturally a hinged cover adds hand labor cost. A "lift-off" cover makes possible a substantial saving in cost, eliminating both the need for printing inside of the cover, and a ribbon stop. Cover papers of a light shade can be printed; a darker shade will require expensive leaf-stamping. Or a color can be saved in printing by using a fancy paper.

On the other hand a "gimmick" of insignificant cost might be incorporated that will add a great deal of interest, and promote quick attention. Here it is important that skill be used, for many times a tricky construction can hurt the sale rather than help it. A scored die-cut platform, instead of a full-wrapped platform, will eliminate an extra part and a more costly die-cutting operation. Some excellent results have been achieved by clever art work to simulate a ribbon, or other decoration, instead of using actual materials which require expensive hand-attaching operations. Many more cost saving ideas can be offered by a competent "packageteer" using ingenuity that will give the customer the package he wants within his budget. Inspiration plays an important part in the original concept of a new product and clever packaging puts it over.

In recent years much progress has been made by set-up box manufacturers in producing "silent salesmen" at a reasonable cost. But if you really want genuine plush velvet and peacock feathers we can have a lot of fun with them too!

In conclusion, may I remind you that a set-up box, properly designed for any cosmetic item, is a poem . . . it touches m'lady's heart and emotions; hence a sale. It is a symphony . . . it makes music, and music is alluring; quite appropriate for selling cosmetic items. It is a work of art . . . it catches the eye, appeals to anyone's artistic sense; and m'lady's interest is aroused in a thing of beauty . . . because m'lady is a thing of beauty!

A new system in automatic packaging —equipment that handles cloth ribbon at high speed—has provided a leading cosmetics firm with the seal-and-ribbon design used on one of its most successful gift packages.

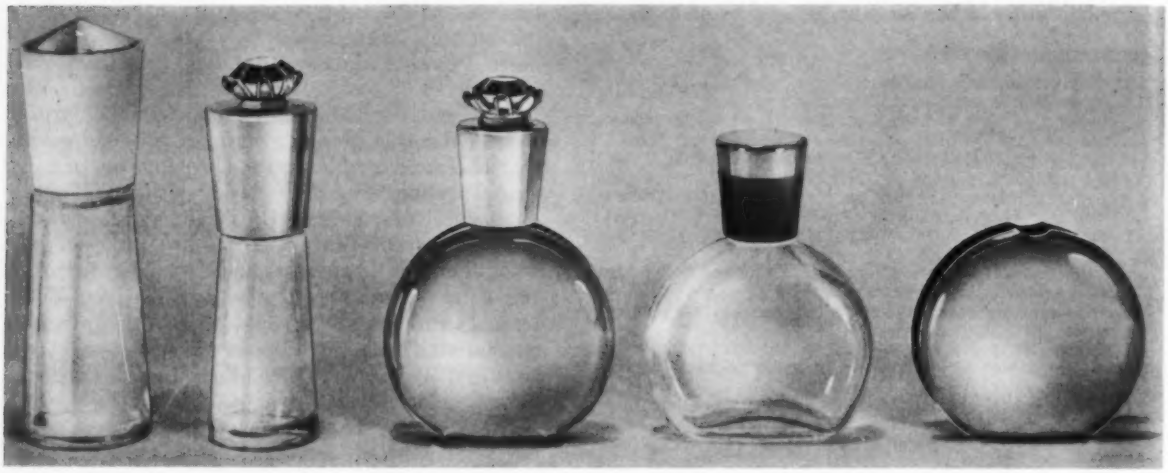
Avon Products, Inc., New York, has disclosed that the development is used to package its "First Prize" set which contains men's toiletries. The distinctive mark of the package is a gold leaf medallion decorated with twin tips of red rayon ribbon.

Container Corporation of America, working closely with Avon, devised techniques to form the unique carton on conventional machinery in Avon's plants. Modified Jones CMV cartoners turn out the package at speeds of 100 to 120 per minute.

The carton is made of .020 high gloss board with a Mylar embossed gold leaf stamping on the front panel and product identification on the top panel. Legal copy is blind embossed on the back panel. The lower edge of the seal is in register with a 240-degree die-cut slit, with the ribbon glued to the inside surface of the carton. In the forming operation, the ribbon ends fall free to the front panel through the die-cut opening.

Maxwell Rogers, Avon's director of package design, created the design from which the carton and a companion sleeve were developed. The sleeve holds three packages, providing multiple as well as single-unit merchandising.

Sleeve material is .018 Concoratex 80 with a manila back. It is printed on black with a debossed simulated leather finish and three die-cut windows.



There's Variety in Stock Glass Containers

P. E. Roehrich, President Richford Corp., Oceanside, N. Y.

Compared to other U. S. industries, the cosmetic industry is still an infant. Yet it has enjoyed a remarkable growth rate during the post-war period.

The fact that the cosmetic industry doubled its dollar volume from 1940 to 1950, and doubled again during the next decade, certainly puts it at the top of any list of "growth industries."

A vital factor in this growth has been the creation of containers and closures of metal, glass and plastic that are marvels of consumer appeal.

From both an appearance and utilitarian standpoint, these packages have had a significant part in winning world-wide recognition for the American cosmetic industry. A survey of cosmetic counters in the countries of Europe is complete confirmation of the excellence of American packaging design for it presents American cosmetics in competition with the best of the "home-grown" variety, and invariably sells them.

The remarkable part of this picture is: a great amount of the cosmetics packaging—of even the best and biggest companies—is in what is often depreciated as a "stock" container and closure. And yet, what is technically a stock bottle, for instance, may well be in effect a "custom" design. This apparent paradox is explained by simple arithmetic.

If a manufacturer were looking for a package for a new fragrance, it would be quite easy for him to find 200 stock bottle designs, each of which could be printed or colored in ten different basic colors. Also he could easily come upon 50 different closures, each also available in at least 10 different basic colors and/or materials. A little multiplication with the above figures shows that just these alternatives gives the fragrance producer a total possible combination of 1,000,000 different packages. This is but an example, but it illustrates the point and makes it easy to see that, for all practical purposes, any combination container which a manufacturer chooses for his product is a custom design.

With additional new designs being added every year, the unlimited packaging possibilities keeps growing. Thus, the small cosmetic manufacturer benefits, for, with limited resources, he does not need to purchase expensive molds, tools and dies.

Producers of caps and containers for cosmetics are paying special attention to quality not only in the containers, but also in the seals, liners and in the compatibility of product. Too, they have come up with new processing technology such as the vacuum metalizing of plastic caps (all shapes and sizes), applied color labeling of containers, and great imagination in all phases of design.

New cosmetics can be launched fast

Taking advantage of these services, the cosmetic producer can launch a new product almost immediately. This is in direct contrast to a few years ago when only those firms that had their own creative packaging experts to develop the designs could successfully present the products in a smart package. This too, was time consuming and costly.

Today, the container producers carefully watch the elements of a good container so the cosmetic product will be a marketing success. His specifications include utility, attractiveness, durability and economy.

Today's containers and closures, produced with high U. S. labor costs, sell in all countries of the world, even in those lands where low living standards prevail. This alone is proof that we can proudly point to the strides the industry has made in packaging.

Structural Design Helps Solve Your Packaging Problems

BY MISHEL GREENBERG
Vice-President, Graficon, Inc., New York City

EXECUTIVES IN THE HIGHLY COMPLEX, competitive cosmetic industry are eternally plagued with problems in packaging. Typical questions that recur time and again are:

"How can I distinguish my package from the competition?"

"How different can a design be?"

"Can I show my merchandise effectively and still achieve maximum protection?"

"Can I upgrade the item with a better package?"

"Will the item and package lend themselves to promotion and combination deals?"

"What about counter displays? In a group or as single unit?"

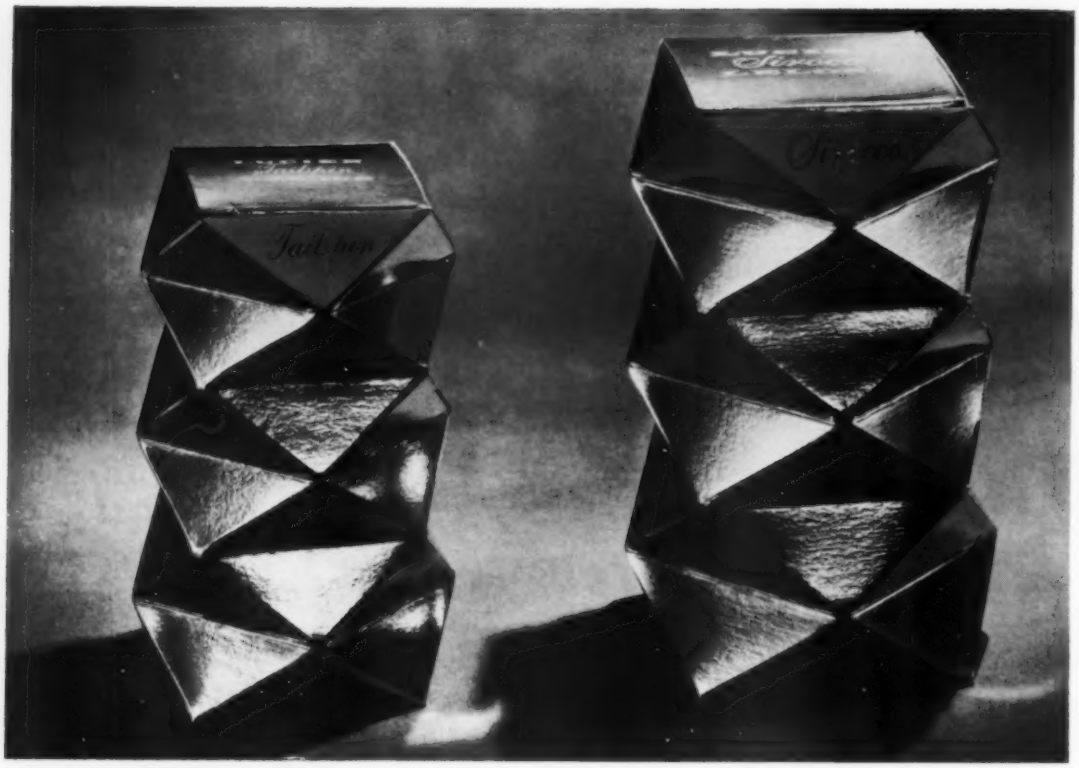
Throughout all this there emerges the final, most important question in the executive's mind:

"What is such a package going to cost?"

These questions, coupled with recall of the complaints, demands and limitations imposed by his sales, advertising, production and purchasing departments induce a mood liable to lead him to the nearest bar or good fishing spot to quiet his harassed brain.

Frequently, the solution to these problems is to be found in structural package design. Too often package design is thought of almost entirely in terms of graphics, overlooking the area of structure. **Structure is that element in packaging which involves all physical aspects of engineering, aesthetics, and merchandising. It is the architecture of packaging.** In building a house, one would not give the main assignment to an interior decorator but to an architect who must achieve a basic structure before considering decoration. Unfortunately, in most packaging, thought is given first to "artwork" and surface decoration rather than to physical construction.

In the examples we discuss in this article, it will be seen that structural considerations were first given attention, and in fact, played a major part in solving the problems posed to the designer. The basic framework first being established, the question of graphics then fell naturally into place. Throughout the design process, cost was considered with full knowledge of the capabilities of materials and their manufacturing processes, ease of in-plant assembly and durability in shipping and the retail outlet. Only with full account taken of these factors can the cost budget become meaningful.



Diecut folding box construction with expensive "custom mold" look

In the Lucien Lelong package, structure alone achieves a striking and unusual appearance. The sculptured effect provides intriguing alternations of highlights and shadows to command attention in the stores.

In this folding box, ingenious design has produced a dimensional effect with the use of conventional steel rule die cutting equipment. Instead of the ordinary rectangular-sided box, a "custom-molded" appearance has been created at a low cost. The difference in cost between an individual die for this package and the die for an ordinary carton would be in the neighborhood of $20.00.

A further advantage of this form is the increase in sturdiness of the carton. A feeling of solidity is created by the multiplicity of angled facets which act to stiffen the cardboard. These facets were also used to provide cushioning for the bottle by having the inner portions press against the sides of the bottle.

Shipping glass in hand loaded combination package with visibility and safety

Maximum visibility and anti-pilferage security were the requirements to be fulfilled in the design of the Chesebrough-Pond's display boot package for "Skin-Fresh" and cold cream jar. These were essentially structure problems, somewhat complicated by wide differences in size and shape of the products which were offered as a self-selection deal package. The slender bottle and a squat opal jar project through die cut openings in the slanted front panel.

The opening provides sufficient visibility to allow immediate recognition of the bottle and jar silhouettes and their labels. There is an inner fold in the base of the boot which improves rigidity. A simple jig was employed to facilitate speedy bottom loading: security was achieved by a tab closure, locked at the back and firmly holding the products in position.

Variety of materials and unusual shape create dramatic self-selection display

The crowded state of display fixtures in variety stores and even in high class pharmacies poses, even more intensively than elsewhere, the question of how to attract attention with a display; how to make oneself heard in a crowd where everyone is shouting at the top of their voices. An effort to shout even louder with graphics alone gets lost in the noise. **The answer lies in achieving individuality in architectural form and this is a matter of structure as well as graphics.**

The Revlon hexagonal counter display for "Hi and Dri" deodorant is a dramatic item embodying three diamond shaped shelves arranged on different levels: seen from above it forms a hexagon holding 36 "roll-ons". The shelves are of plastic, having a decorative pattern of vacuum-formed sockets, gripping the tubes without reducing the apparent height of the product.

Choice of materials based solely on their performance and efficiency dictated the combination of cardboard and plastic. Plastic made an attractive holding device that is precise, rugged and practical; the cardboard was chosen for the understructure because of its economy and ability to collapse flat for shipping. The display sets up simply with rigid undersupports automatically positioned: the colorful riser with the selling message "floats" above the merchandise on thin wire rods. Here is an instance of an effective, efficient display evolved by freedom in choice of materials, unhampered by an arbitrary choice of display manufacturer.

Package upgraded with visibility intact

Pharma-Craft's "Fresh" deodorant carton was also concerned with visibility and protection maximums, plus the necessity to improve apparent retail value and quality. The old display "boot" had proved unsatisfactory because:

It did not give a feeling of quality to the merchandise.

It was flimsy and pilferage of the jar by removal from the package was comparatively easy.

Hand assembly was used to insert the jar.

One advantage the old package did have was substantial visibility of the distinctive wide-based jar.

At the time this project was started the alternatives existing in the market for roll-on deodorants were a variation of the original "boot" style or a conventional carton completely enclosing the jar. A boot, no matter how carefully executed, was unsatisfactory because it did not give a feeling of quality and value to the product. An enclosed carton was unsatisfactory because it did not give sufficient visibility to this particular jar whose unusual flared base was a merchandising feature.

A refusal to accept the then existing alternatives led to the development of a new structural form which both displayed the jar and surrounded it with a dignified carton-like structure. Aqua foil board and bold graphics enhanced the basic design.

By designing the package for machine set-up, enough economy was introduced to help pay for the more luxurious package. The machine-glued bottom also added to the pilferage resistance of the package. To extract the product the carton would have to be torn apart.

New use of material gives economy and appearance

Sometimes a packaging idea springs from perception of the latent structural qualities in a material. This is true of stretchable packaging which represents a technical advance on the conventional rigid blister package. It employs the application of a stretchable film to paperboard on carton windowing equipment, pre-stretching of the film, dropping the product into a preformed cavity, folding the card and film, sealing by high frequency electronic impulse of short duration, and a final blast of hot air to shrink the film to maximum conformation with the product. All these operations are accomplished by machines developed to mechanize this patented process.

The thin gauge flexible film window is fixed to the card at a speed of some thousands per hour on automatic windowing equipment in the boxmaker's plant. This replaces the slower process and multiple suppliers required for blister packaging, one company furnishing the die-cut card, another the plastic blister, and usually a third required for the heat seal coating or adhesive used to affix the blister.

First conceived as a simple card package, the principle has been developed in combination with a folding box for the Polyderm package in which the glue lap is extended and folded back upon itself to form a transparent stretched film package.

The appearance of the "Polyderm" package is intriguing to the eye, since the high transparency of the film makes the jar appear suspended in the panel from normal viewing distance. The film being shrunk tightly around the product, prevents rotation of the jar and assures correct display position of the label. **Maximum attention to structure brought forth the idea of the angled flap. Unusual contour and an unexpected shadow line add to the eye-catching qualities in this package conception and bring promotion copy to prominent notice.** "Polyderm" is a typical example of structural design thought being pursued down successive avenues of development instead of stopping at a supposed "final result" as in the conception of the original card package.

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for
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High style "image" through structural details

The Princess Marcella Borghese package is an example of the use of structural design to achieve a long-lasting package "image".

Borghese "Ecco" perfume is a comparative newcomer to the high fashion quality perfume field. As such, it had to achieve a difficult packaging goal. It had to command attention alongside other well-established brands without shouting.

Had graphics been the first consideration the design might have fallen into either of two pitfalls; one, excessive flamboyance or two, failure to attract attention through undue restraint. The answer was the development of a package that attracted by means of distinctive structural details, in the manner of the *couturier*.

An extension edge effect was created around the top and sides of the cover. This gave a slight shadow, enhanced by the use of a heavily textured paper on the face panel, an effect further increased by gold foil along the sides of the extension edge.

The sculptural quality of shadow and texture and

the obviously hand finished character of the construction resulted in a subtle yet rich and dramatic visual effect, appropriate to the aim of the design.

In the purse flacon, the "family appearance" was retained in an unusual construction of set up box with a drawer pull opening, framed by the same gold edge effect. The pull-out drawer contains a flacon encased in a crimson velvet pouch.

Once structure was established, graphics details followed through the concept of rich texture: these included the Borghese title in gold stamped lettering and the Borghese arms in black, red and gold in an actual applique.

Structural design in package planning

It will be seen that structural design bulks very large in the solution of merchandising problems in all the cases illustrated. How can the cosmetic manufacturer ensure that structure is properly considered in his future design projects?

First, it will help if he understands that styles of packaging which already exist on the market are not the only packages available to him. A backward look will show him that basic new forms are constantly being developed in bottles, cans, folding boxes, set-up boxes, and every other type of packaging material. If anything, this pace of development should accelerate rather than decrease. Why use yesterday's idea for tommorrow's package?

Second, he should realize that most packaging developments result from a request or a need which is realized. The cosmetic manufacturer or purchasing man who is dissatisfied with a stock solution to his requirements is the greatest force for packaging progress.

Third, he should define his dissatisfaction clearly. This is important. Does he require greater economy with equal appearance? Is better physical protection important? Does he need visibility of product for promotional reasons? Does the retailer object to the present package? Does it have to be upgraded because it looks unimpressive next to competition? Is visual novelty the purpose of making a change? What type of market is this novelty supposed to capture?

In consulting a packaging supplier it is best to give him realistic quantities, cost requirements, and enough additional information, so that he understands the physical and merchandising functions of the package. Too often the purchaser assumes that a particular type of package is the only one he can use. When he orders this he gives his supplier very sketchy information. This does not take advantage of the supplier's knowledge of styles which may serve the purpose better.

There are times when the best efforts on the part of the purchaser working with his suppliers still does not produce satisfactory results. This may be due to the fact that the supplier's design department generally must see the customer only in terms of its own company's capacity and equipment. Therefore, a plastics manufacturer will not always recommend cardboard; a folding box salesman may not be aware that corrugated board will furnish a simpler solution than his folding box for a display which ships with merchandise in place. Although altruism is more common among reputable firms than is generally realized, a specific salesman cannot be expected to know a great deal about the capabilities of other packaging media.

An expert can help

For this reason it is often helpful to call in a professional package design firm with a knowledge of package development and the structural or engineering approach to packaging. In this way a broad knowledge of packaging is brought to bear on the problem at hand. The designer in this case is working directly for the manufacturer with no "ax to grind" in terms of a particular type of packaging material.

In addition, it is more likely that the designer will gradually become so familiar with his client's requirements that no helpful detail will be overlooked in developing the ideal package.

An additional advantage is his ability to deal with the total merchandising design program which includes:

1. The primary container such as bottle, flacon, aerosol, or collapsible tube.
2. Protective package such as folding box, set-up box, or plastic container (or combinations of these).
3. The display for counter or other store location.
4. The shipping container.

At any one of these interrelated merchandising stages or in the packaging line itself it may be possible to introduce design features that will result in an outstanding, easily displayed package at a reasonable cost.

Packaging and cosmetic marketing

Cosmetic marketing depends more upon effective packaging than almost any other product. This truism is so obvious, that probably no one in the industry consciously or wilfully disregards it. If the packaging executive develops an awareness of packaging architecture, the total relationship between structure, appearance, and merchandising in package design, he will insure that he does not overlook this often neglected opportunity to improve his packaging.

Cosmetics in Squeeze-to-use Tubes

BY HENRY E. GRIFFITH, Vice President, Plastic Container Div., Thatcher Glass Manufacturing Co., New York City

OF INTEREST TO THE COSMETIC INDUSTRY are the plastic squeeze-to-use tubes. Made from four different basic resins (polyvinyl chloride, polyethylene, linear polyethylene, and the newest, polypropylene) each has certain properties giving distinct advantages and disadvantages for packaging cosmetics.

Therefore, the packaging engineer and cosmetic chemist must carefully choose on a strictly scientific basis the raw material to use in the manufacture of his container.

Because polypropylene is the newest one, and least known to the trade, more emphasis is given to it, here, than to the others.

Polypropylene resin is the lightest of all the plastics and seems particularly suited to the packaging of cosmetics due to its ability to retain fragrances, and its resistance to oil and moisture transmission.

In addition, it has an extremely high melting point of 320°F. and excellent tensile strength, making it suited to the packaging of pharmaceutical products that require sterilization.

Lightness: With a specific gravity of 0.905, it has the lowest density of all commercial plastics. Since less material is required to make the tube, significant cost savings over other plastics in the same price-property range are anticipated.

Weight Savings: A corollary of lightness is the saving in shipping costs. In a polypropylene tube, there is more product per pound of shipping weight. For example, per unit volume of weight, it is approximately ⅛ the weight of tin plate and 1/12 that of lead.

Inertness: It shows excellent resistance to solvents, greases, oils, gases and many chemicals. For example, in a series of permeation tests, polypropylene performed well for resistance to oil leakage. At 70°C. polypropylene resisted the transmission of olive oil some 60 times better than regular polyethylene and the same results were obtained for products such as shortening & lard.

Barrier Properties: In general, polypropylene retains the fragrances of a product, particularly important to the cosmetic industry and at the same time gives entirely satisfactory resistance to transmission of water vapor.

General Appearance: The polypropylene tube can be obtained in clear, white opaque or colors and has a high gloss, thus never requires a coating. The tubes are printed by high-speed automatic dry offset equipment with good color combinations available.

Polyvinyl chloride

Vinyl has an excellent oil barrier which makes it especially useful for packaging greases and lubricants. Besides coming in white opaque polyvinyl has an additional advantage in that it can be manufactured in a crystal-clear state which makes it particularly desirable in showing off an attractive product. No coating is needed as it has a high natural gloss.

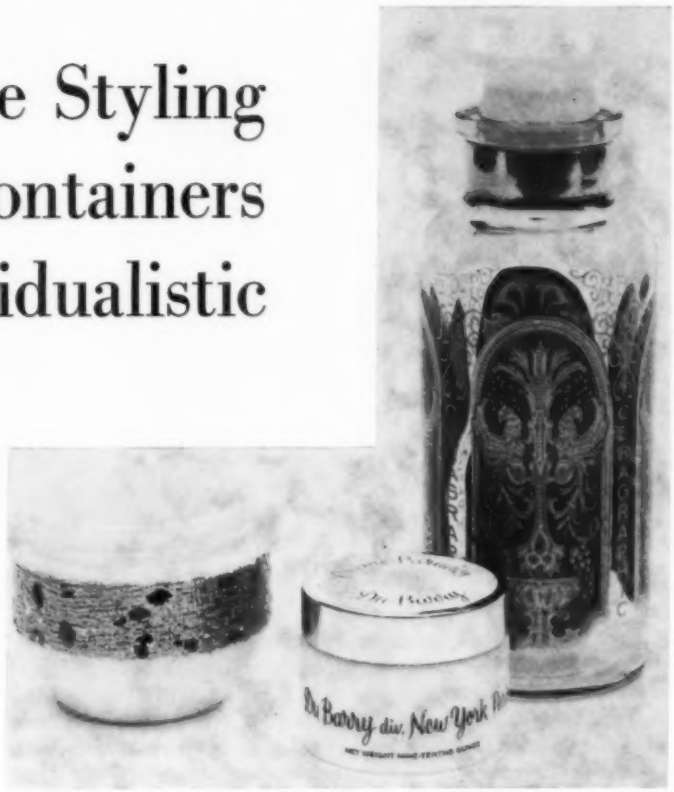
Polyethylene (low density)

If your product requires a tube that stays resilient even at low temperatures, polyethylene is an excellent choice. It has a better than average water vapor resistance and has a high degree of flexibility. Polyethylene can be exterior coated to give it additional barrier protection, and comes in clear and white opaque.

Linear polyethylene (high density)

This plastic is relatively new in the plastic bottle industry. It is one of the most rigid of all the plastics and is able to withstand high temperature in end use as well as low temperature. Linear has a good permeability barrier that permits use with a great variety of substances including synthetic oils. It comes in a translucent state as well as white opaque and colors.

Surface Styling Makes Stock Containers Individualistic



By D. A. Glenn, Managing Editor
Prepared from information supplied by Ceragraphic, Inc., printers on glass and plastic

For years, in the cosmetic-toiletries field, distinctiveness through individuality of container has been, and continues to be, an important facet of merchandising the products. Today, however, to achieve package "singularity" through the container itself is seldom, if ever, practical.

Yet with specially developed materials and techniques of "finishing" glass, plastic and certain metal stock containers, they can be as individualistic and distinctive as the graphic designer's ability dictates.

Because numerous container manufacturers offer stock items having in most cases good basic design, good proportions and simple lines, these can be "dressed" to fit.

There are few, if any, sizes and shape containers that cannot be mechanically decorated. And the variety of effects that can be created are infinite, enabling stock units to have a custom-built look.

For example, a blue-green transparent glass enamel (specially blended) was used to spray-coat Shulton's "Yorktown" bottle. With firing at 1120°F, the full gloss and clarity of the color was brought out. Result: a bottle that looked like it was made from colored glass, and having a feel of high quality because of the sheen of the enamel, and resembling hand-polished glass.

In addition, three screen printings of white, red and gold were superimposed in precise registration even though the bottle had an open eliptical cross-section and the design called for a narrow gold stripe at the top of the bottle.

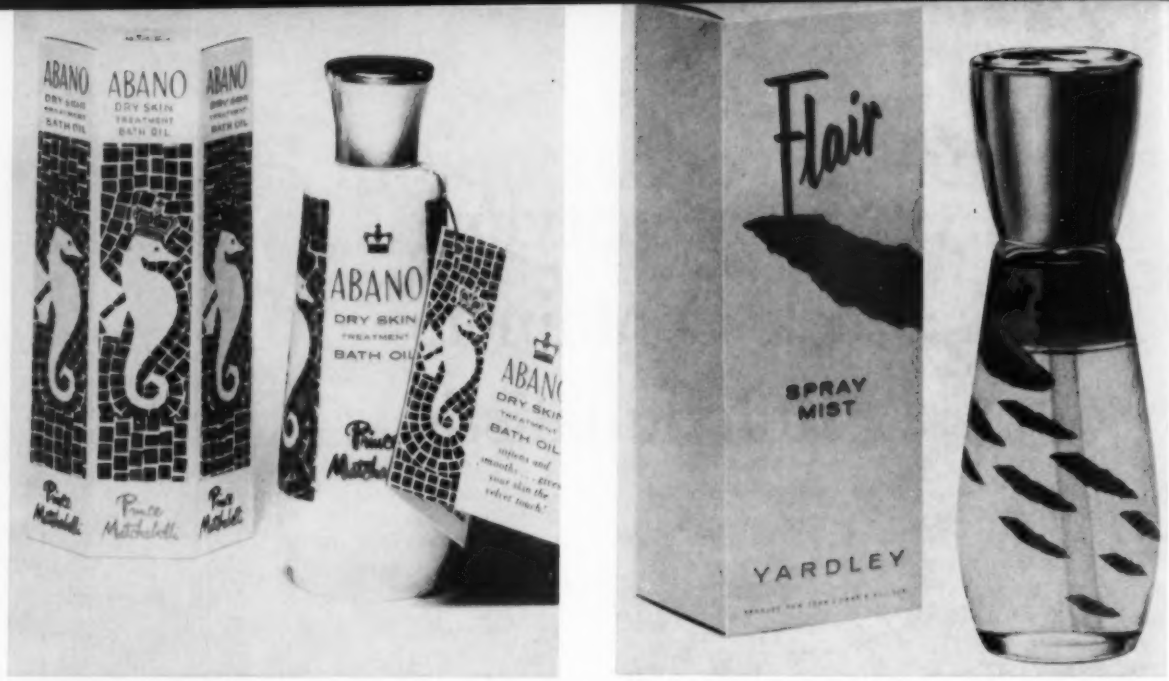
Screening enamels were formulated for the correct maturing temperature so that when the gold was printed over the underlay colors, an embossed effect was created without the cracking and discoloration that occurs from thermally unmatched colors as substrates.

Although the Yorktown bottle, designed by Shulton's Designer Adam Grodin, was far more expensive than a usual bottle decorated with applied color, the package was so handsome that the added cost was more than offset by the evident elegance and quality.

The container for Abano by Prince Matchabelli is a milk glass conical bottle which, also, required precise color registration in decorating. The textural contrast in the mosaic effect is the source of the essential appeal in the Abano bottle. The milk white of the opal glass is an excellent background for the vibrant green and purple-blue which, in turn, dramatize the sparing but brilliant gold.

Another striking example of today's technology in packaging cosmetics is evident in the crown bottles of Prince Matchabelli.

The first crown bottles were made in 1927 in Germany. They were of porcelain in white, black, coral,



Note the similarity of the Abano and Flair bottles. Both the same stock bottle, the decoration and different closures make them dissimilar.

periwinkle blue, red, green and clear glass, and were decorated with 18-carat gold trim. Later similar bottles were made in France.

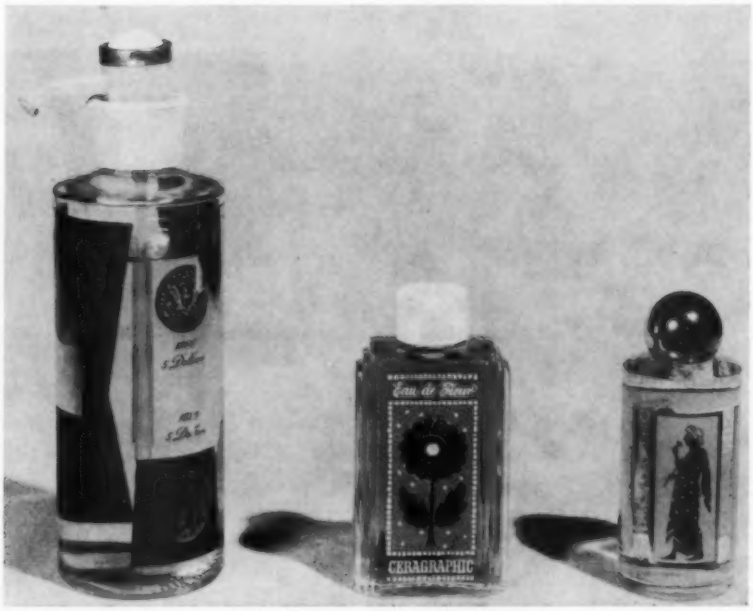
Beginning in 1933, the crown bottles were made in America of clear glass and were also hand decorated. In 1950, the first of the ceramically-fired crown bottles were introduced in light blue, followed by a deep red and then a light green.

At present, all new bottles and packages of Prince Matchabelli are staff-designed under the direction of Clarke C. Hambley, vice-president in charge of advertising, promotion and packaging, and Art Director Rodolfo Urias.

When decorating the crown bottles in the U.S., the first natural approach was to do it mechanically. Many production problems had to be worked out, and combined with 100% inspection, culling and cleaning rejects for reprocessing, the quality of these crowns has been brought to a level superior to hand decorating. Also, the over-all cost has been reduced. Nevertheless, such an item must, of necessity, be far more expensive than the usual ceramically-decorated glass bottles.

Recently, an additional color range has been achieved by using iridescent colored metallic lustres which are fired at ceramic temperatures. Too, heavier

Numerous possibilities for decorating jars exist. Note photo at left which shows just a few existing ideas. The bottles at right point up other decorating ideas . . . each distinctive. Again, closures, design and colors can change the apparent "shape" of the package.



Shape of the package is not, with today's advanced technology, a problem in decorating.

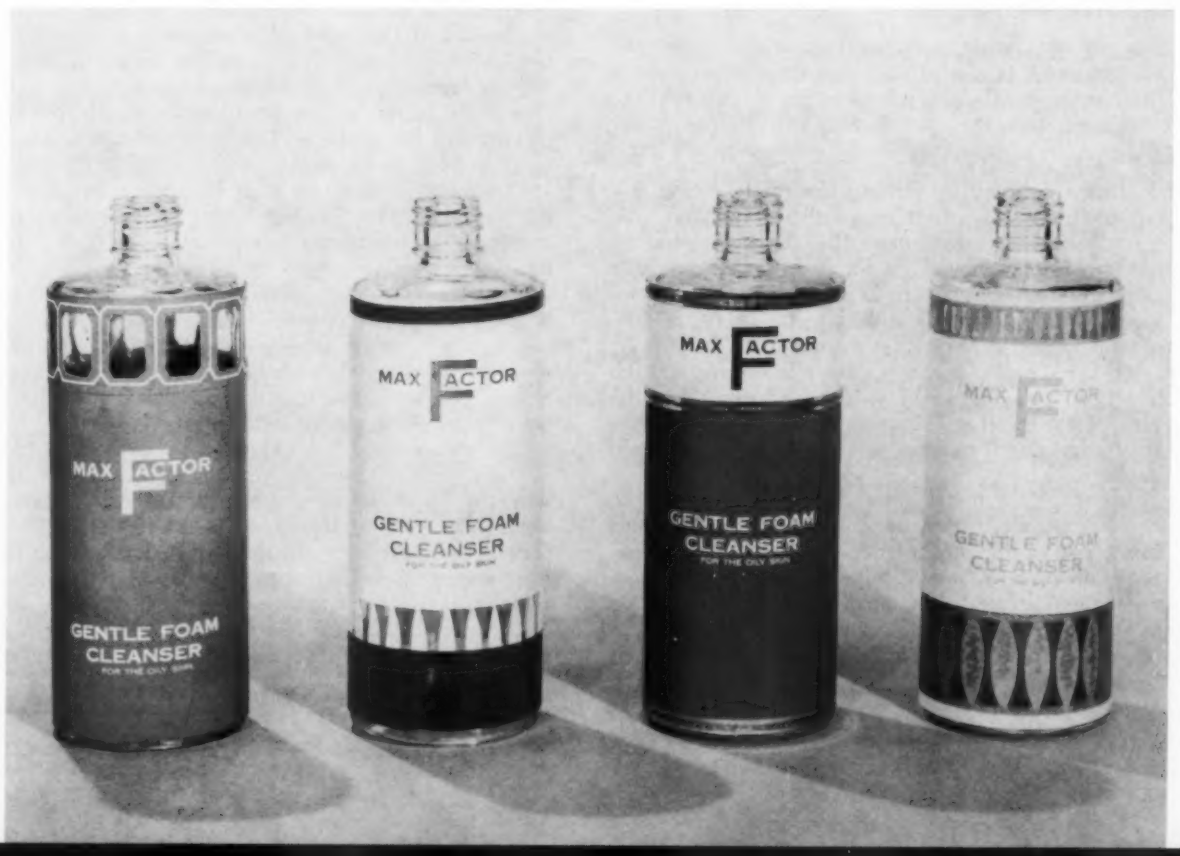
films of gold can be used to achieve a package which looks more like a jewel than a glass bottle.

Another package, the glass aerosol spray bottle was first tried in France and found to be highly satisfactory as long as proper precautions were taken. In the United States, glass aerosol bottles were introduced, jacketed in a rubbery vinyl coating. The coating would keep glass from flying.

Going on the premise that beer and soft drink glass bottles had been in use for many years without serious consequences from pressure, cosmetics in aerosols seemed to be a natural. Because the bottles were all much smaller than the beer and soft drink bottles, the ratio of contents to the smaller container surface offered good strength and safety margin.

Shulton was the first cosmetic producer to try a straight glass pressurized container. The bottles, manufactured by Foster Forbes, were sprayed with transparent ceramic colors; the only exception being the Desert Flower bottle which was a pure gloss white. The bottles were roller coated with gold and annealed.

Numerous plastic and metal containers are also available from stock. Here again, decorating techniques are numerous and varied, which, when combined with the many styles of closures, can create packages with a distinguished, individualistic flair.



Packaging Cosmetics in Collapsible Metal Tubes Increases

BY ANTHONY A. D'ANTONIO

Robert D. Eckhouse & Associates, Inc.
Public Relations Counsel, New York City

IN 1892, A CONNECTICUT DENTIST revolutionized the dentifrice industry by putting toothpaste into a collapsible metal tube. Last year, collapsible metal tube manufacturers extruded more than 1.1 billion tubes—not only for toothpaste but for such diverse products as pharmaceuticals, suntan lotion, paint colorants and glue. No less than 113 million metal tubes, or 10% of total output, were used for cosmetics.

As a cosmetics package, the fold-up metal tube has been growing steadily in popularity since the turn of the century. More and more manufacturers are recognizing it as a favorite consumer convenience package.

A collapsible metal tube dispenses cosmetics in easily controlled portions and keeps the contents fresh, potent and uncontaminated through long periods of time. A metal tube is lightweight, nonporous and unbreakable, making it as ideal on a trip as at the dressing table. Because it collapses and can be rolled up as its contents are used, it saves shelf space and is airtight. Impermeable, it preserves the freshness and the scent of creams and lotions until the last drop. And it lends itself to the most exacting and exciting package decoration.

A chief factor in the broadened use of fold-up metal tubes for cosmetics has been the development of effective interior linings and exterior coatings.

The choice of liner depends largely on the chemical makeup of the product to be packaged and its life expectancy and the type of metal used for the tube.

For example, if a cosmetics manufacturer wants to package a shampoo in an aluminum tube, an inhibitor —generally sodium silicate—is required. Extensive tests have shown that aluminum tubes, first choice among cosmetics manufacturers, need the inhibitor for effective packaging of an alkaline product.

The sodium silicate acts quickly and effectively. Certain elements from the product will start to react with the aluminum ions of the tube when the product is packaged. At this point, the silicate steps in to form a complex, inert salt that becomes a coating on the inner surface of the tube and prevents further reaction between the shampoo and the metal.

The expected useful life of the product may dictate a type of liner that will stand up well over an

extended period of time and through variations in temperature and shock of shipment and handling. In any case, there should be thorough testing under accelerated shelf life conditions at high temperatures to insure complete compatability of tube and product.

Liners are generally a phenolic resin, epoxy resin, phenolic-epoxy resin, plastic resin, wax or double wax.

While aluminum is preferred for cosmetics tubes, tin and lead are also used. Tubes made of tin are virtually inert chemically and can hold practically any product without a liner. But the cost of the metal limits its use. Lead is used only if aluminum, because of certain factors, would not be as effective.

Cosmetics in fold-up metal tubes—from depilatories to hand creams—are packaged in a broad variety of tube sizes. There is also a wide selection in diameters of tube openings.

Manufacturers determine the size of the tube they are going to use to package their cosmetics after weighing several factors. Among the most important are the optimum **quantity to be packaged, as indicated by marketing objectives; eye appeal, which will guide a cosmetic manufacturer in choosing between a longer tube with a small diameter or a shorter tube with a large diameter; viscosity of the product, and the amount to be dispensed on each application.** There are also several basic shapes, such as the "fat fill" and the "hatchet" silhouette. The variety of caps and tips is endless.

The fold-up metal tube industry has scored major technological advances in coatings, automating production, decorating techniques and in other areas, but the basic metal tube is a hardy perennial. It is so

excellent a package that the modern collapsible metal tube is not unlike the first one, invented in 1841. The ends of the early tubes were closed with pincers or with metal solder, and to extract the contents, it was necessary to perforate the tube. Today, of course, fold-up metal tubes have handy caps and necks, selected according to product requirements, that easily dispense the exact amount of the contents that is desired.

Cosmetic packagers also have a free hand in selecting art and color design for decorating the outside of the tube. The decoration is produced by offset lithography on a base coat of special enamel. The enamel is rolled onto the tube and cured after the tube has been extruded in cylindrical form. The packager's design can be reproduced in many colors, but the trend is to a more neat and simple decoration that does not often require too many colors.

In the last 20 years, the use of fold-up metal tubes has more than doubled. Production of fold-up metal tubes for cosmetics (exclusive of shaving preparations and dentifrices) rose 45% between 1958 and 1960 to a total last year of 113,040,000 units, and is continuing to show steady monthly increases. In the first two months of 1961, output of fold-up tubes for cosmetics rose to 15,944,400 units, 3% ahead of January and February of 1960.

Mounting Cosmetic Sales Show Power of Aerosol Packaging

BY THOMAS M. HARTLEY, Sales Manager, UCON Propellants,
Union Carbide Chemicals Company, Division, Union Carbide Corporation, New York, N. Y.

APPROXIMATELY 50% OF U.S. WOMEN now use hair sprays, according to a consensus of recent surveys by leading women's magazines. This is a prime illustration of the power of pressure packaging in the cosmetic industry since these surveys are regarded by toilet goods officials as a fairly accurate measurement of cosmetic trends among American women.

Aerosol packaging is responsible for the creation of the hair spray industry. Lacquers and wave sets were relatively minor products until they were dispensed from pressurized containers.

Last year 111,861,259 units of aerosol hair spray were produced and sold, an increase of about 32 million from the year before. In dollar volume this amounted to $81,250,000, representing a steady increase over the past five years.

Although other cosmetic aerosols have not exhibited such mushrooming growth as hair sprays, they have shown substantial gains in volume. Such products as shaving lather, colognes and perfumes, personal deodorants and sun tan preparations have increased in sales to the point where cosmetics now account for almost two-fifths of the aerosol market.

An example is shaving lather, which again last year was the second largest selling aerosol product type. In 1960, the units produced and sold totalled 68,174,431 ($51,100,000 in dollar volume). Although this is a drop of better than 2,000,000 units from the previous year, there was a large increase in the production and sale of the 16-ounce size. Considering this change, even though the total number of units was lower, there was an actual pound growth in the market.

There is little doubt that the greatest impetus for cosmetic use came from improved packaging, which has made it possible to offer aerosols in lovely glass

bottles, fully as beautiful as any of those long appreciated by women with an eye to decorating the dressing table. While plenty of aerosols may be found in metal cans and in plastics as well, there are more and more glass bottles to be seen in the aerosol field. Such asthetic advantages have been made possible by technical improvements, among them low pressure propellants and special coatings for glass bottles. In recent months, even uncoated glass bottles have proved practical for certain cosmetic items.

Advantages of packaging cosmetics in aerosols

The advantages of packaging cosmetics in aerosol form are many. First, products dispensed under pressure give good permeation, since they come out in a fine spray. They also can cover a large area quickly, a particular selling point in such items as sunburn prevention products. They are spill- and evaporation-proof, since the aerosol package must have air-tight construction in order to function. This argument is valuable in selling travel packages, and equally useful in promoting sales for dressing table or bathroom.

From the standpoint of sales, aerosols have still another advantage. It has been found that they account for greater use of products so packaged, for three reasons:

1. There is a tendency to use a greater amount of the product with each application.

2. Consumers tend to use the products more often—perhaps it is simply a psychological appeal, but people seem to be tempted to make more frequent use of a product which can be sprayed on quickly and conveniently.

3. The novelty of the packaging serves to introduce more users to a wider range of products, luring them into buying something which they may never had tried before but which attracts them because of the aerosol feature.

It is well to point out, of course, that familiar products which appear in aerosol form are the same as those of the same brand in their regular containers. The fragrance is the same, the function is the same.

Aerosols, in other words, involve not a matter of quality, but rather of method of application. And in this gadget-conscious convenience-minded era it's a sure thing that this newest mode of application is putting the aerosol package, especially hair sprays, very much in the foreground of cosmetic sales.

Although the basic aerosol hair spray has remained the same, refinements have been made in component parts while the number of container sizes offered has increased. Some brands now are available in sizes from ¾ to 15 ounces.

Along with the multiplication in sizes of hair sprays available, there has appeared a trend toward the use of miniature purse-sized containers. These products first hit the market in 1955. Now miniature units which are refillable are competing for the consumer dollar.

Although hair preparations constitute the largest group of aerosol cosmetic and toiletry aerosols, colognes and perfumes, which appeared in aerosol packaging as early as 1953, have perhaps even more selling arguments for the aerosol package from the consumer angle. For, in the case of fragrances, the gastight aerosol package provides user advantages of stability, protection of original perfume and a superior method of application.

Reasons behind increased aerosol cologne sales

When the push-button valve of an aerosol is pressed, the pressurized propelling agent forces the product through the tube and out through the valve opening. The propellant evaporates as soon as it reaches the air, and only tiny droplets of pure fragrance reach the skin. The fineness of the spray is also determined by the unit's valve. There have been several important valve developments, which make it possible to obtain a delicate lace-like spray, and at the same time dispense the fragrance most economically. In many aerosol fragrance containers a special push-button actuator now breaks up the spray into a super fine, almost invisible, mist.

Another development that contributes to improved fragrance is the metering valve. The valve permits spraying only a specific amount of product at one push, no matter how long the finger presses the actuator button. To spray more of the product, the push button must be released and pressed again.

The contribution of glass aerosols to consumer acceptance of aerosol colognes and perfumes also has been large. Glass aerosol containers are important because of their inert surface, plus the fact that the beauty and moldability of glass lends itself to the traditional packaging requirements of perfumes, colognes and other toiletries.

The use of plastic-coated containers also provide many advantages. The plastic coating prevents scratching or abrasion of the glass bottle. The resilient nature or rubbery qualities of the plastic coating

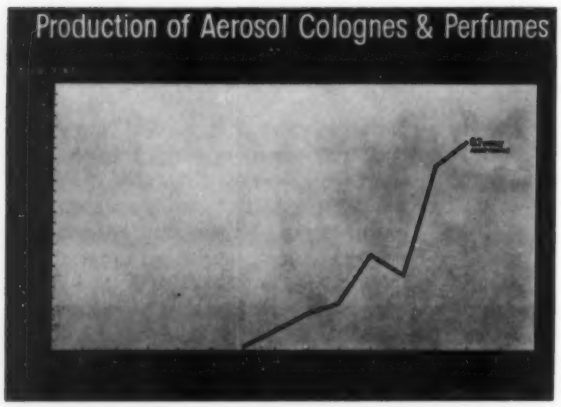
cushion the impact when a bottle is dropped onto a hard surface.

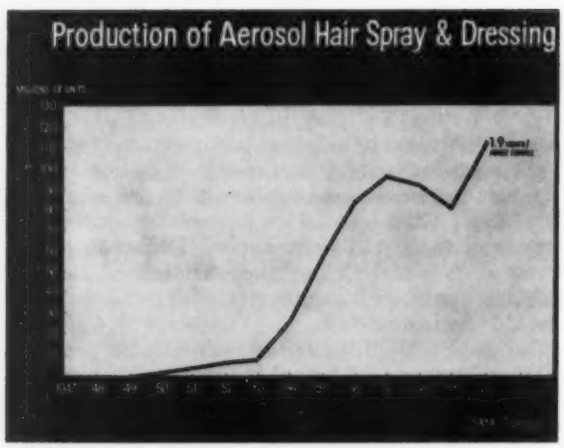
In addition, the plastic coating offers protection to light sensitive products. An opaque coating will offer complete light restriction. If product visibility is required, a coating incorporating an ultraviolet absorber can be applied to the container.

Other forms of packaging such as nylon and uncoated glass containers recently have made great inroads in cosmetic filling and have contributed to increased volume.

Recent independent testing has also produced evidence that advances the cause of aerosol colognes. Through these tests and research conducted by others in the aerosol field, it has been fairly well established that a fragrance produces a better effect when dispensed by an aerosol rather than by conventional means.

Namely, the odor compositions are often better integrated, last longer and retain their initial identity without change. Furthermore, it is the opinion of many that a more effective perfuming job can be done with the same amount, or less, of odorant. This is no doubt because the very fine aerosol dispersion permits more widespread scenting of the user than other applications of colognes.





Powder aerosols could well inflate this already rapid growth in cosmetic aerosols. A market report combining cosmetics and pharmaceuticals listed their powder potential as $108,000,000. Only 7% of the $104,000,000 deodorant market is composed of powders. Not only is the market potential enormous, it is relatively untapped. Because of improved technology, products such as baby powder, men's talcum, women's talcum and body powder can be successfully marketed as aerosol products. Through improved technology, such products as deordorant powders can also be packaged in aerosol form.

As in all aerosols, the primary problem involved in adapting powders for pressure packaging is the reformulation that is necessary. It is essential that particle size be such so as to permit dispensing through the valve orifice.

Improperly formulated aerosols will form agglomerative sedimentation, which prevents dispersion of the product from the container.

Experimentation has made it possible now to prepare pressurized powder formulations which contain high concentrations of solids depending, of course, on the type of product to be prepared and the concentration of co-solvent utilized.

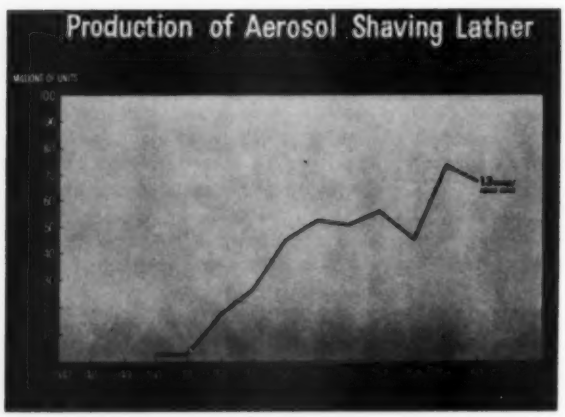
The propellant mixture must be carefully selected to meet the needs of each individual product.

In substance, the ingredients of a vastly improved powdered aerosol product would consist of a solid, up to 35 per cent in volume; the propellant; and a modifying agent such as a wetting or suspending intermediate, if needed. Also contributing significantly to the efficient operation of the aerosol container is the valve design.

It is important to note that in addition to the powder not being soluble in the propellant, the compatibility of powder with propellant is significant because of the importance of not having any type of reaction between the components and the formula.

For aerosol powders, the filling operation presents no special problem. Cold filling or pressure filling are applicable, and the powder may be placed in the can in dry form or as a suspension in the propellant.

It appears that in the not too distant future, powdered aerosols will be a significant factor in the cosmetic aerosol market.



Packaging Cosmetics in Metal

BY FRANK WHITE, Vice President—Marketing
J. L. Clark Manufacturing Co.
Rockford, Illinois

NEW AND IMPROVED PACKAGES, more efficient production techniques, and increased emphasis on creative planning and development have enabled manufacturers of lithographed metal containers to strengthen their position in virtually every major market in which, traditionally, they have held leadership. Important among these markets is the *cosmetic industry*, where metal container producers look to the future with increasing confidence. The reasons are three-fold:

1. Recent developments in structural design, together with improved manufacturing techniques, have provided an impressive number of smart new containers which stress "individuality." Any trace of "sameness" or bland conformity is studiously avoided. The prosaic "tin can" of former years definitely has a "new look."
2. Package users, facing ever-increasing competition, are becoming more design conscious—also more knowledgeable and discerning in their evaluation of the "quality image." In the area of "graphics," metal containers still retain an advantage over other materials: they are adaptable to a virtually unlimited range of surface design applications, which can be reproduced with flawless precision through flat sheet metal decorating techniques.
3. Metal container producers observe that after more than a decade, interest in lavish, ultra-high-cost cosmetic packaging is beginning to wane. They feel that a more "conservative" approach may soon prevail. They point out that while the discriminating buyer of cosmetics still may be attracted by the "regal look," it now can be achieved in a variety of new and unusually attractive metal containers—and at a comparatively low cost.

The effective use of metal containers for cosmetic products began during the latter part of the 19th century, when scented bath powder first appeared in ornate, crudely embossed cans. Since then, lightweight, unbreakable lithographed metal containers have been used extensively for a wide range of cosmetics and toiletries. Cosmetics packaged in metal achieved their greatest popularity during the 1920's and '30's, when a host of products—in addition to bath powder—were sold in decorative cans and boxes. Among these were cream and dry rouge, face cream, face powder, talcum powder, deodorants, mascara, and hair dressing.

Following World War II, most powder-type products continued to be packaged in metal containers. But many other types of cosmetics were quick to embrace the newer packaging materials, particularly

Metal containers can be given a distinctive decorative touch.

combinations of paperboard, plastic, film, foil, and glass.

Today, can makers are in the process of regaining a diversified packaging "mix" in the cosmetic field. Stylish new metal containers have been designed with practical utility in mind as well as decorative appeal. Advanced techniques in fabrication assure the maintenance of structural uniformity within close tolerances. Containers move smoothly through high-speed filling lines, lend themselves to efficient, economical packing and shipping, and provide excellent product protection. "New look" metal packaging is tailored for compact display on the retail counter, and—most important—is simple and effective to use. Fine metal lithography, in combination with precision embossing, offers to cosmetic packagers innumerable possibilities for highly distinctive container design. Striking "three-dimensional" effects assure individuality and stand-out shelf appeal. As many packagers now realize, no other rigid packaging material can be decorated as attractively, or as economically, as flat sheet steel or aluminum.

To increase this advantage, can makers have backed extensive development programs to provide a whole new range of distinctive lithographed finishes. Among the most promising of these are gleaming gold, brass, and copper "metallics" which offer cosmetic packagers new opportunities for creating highly individual container design.

Equally promising are the new "Tectones," which

provide extremely interesting and unusual textured effects. Authentic-looking marbelized, pearlized, and hammered antique finishes are among those now available. They can, of course, be felt as well as seen, and are expected to have many excellent cosmetic applications.

Many cosmetic packagers are finding that specially decorated and embossed metal containers can be produced at less cost than many competitive packages.

In a bid to materially strengthen their position in the cosmetic field, as well as in many others, can makers have recently introduced an interesting new concept in packaging—combination metal/plastic containers of advanced design and maximum utility. This marriage of materials is a new venture in which can makers are capitalizing on the strength, ductility, and decorative qualities of metal, along with an almost unlimited range of functional design possibilities in molded plastics.

One promising new "combination" container, designed for talcum powder and related products, is fitted with a revolving polyethylene cap. The closure is snug fitting, smooth turning, and available in a variety of colors. It provides an efficient seal which helps keep powder from sifting. The side-wall of the tapered cap carries well-defined serrations, providing safe, easy turning even with wet or damp hands. This is a "captive" cap—one that cannot be dropped.

While "combination" containers still are very new, a promising future is seen for them—particularly in the diversified number of applications they are expected to have. These and other major advancements in design and styling have added greatly to the "selling power" of metal containers which are today a more dynamic force in cosmetic packaging than they have ever been before.

Various shapes of metal containers are available for cosmetic products. Decorating can be imaginative. Metal containers are convenient for retail counter display.

P. S.

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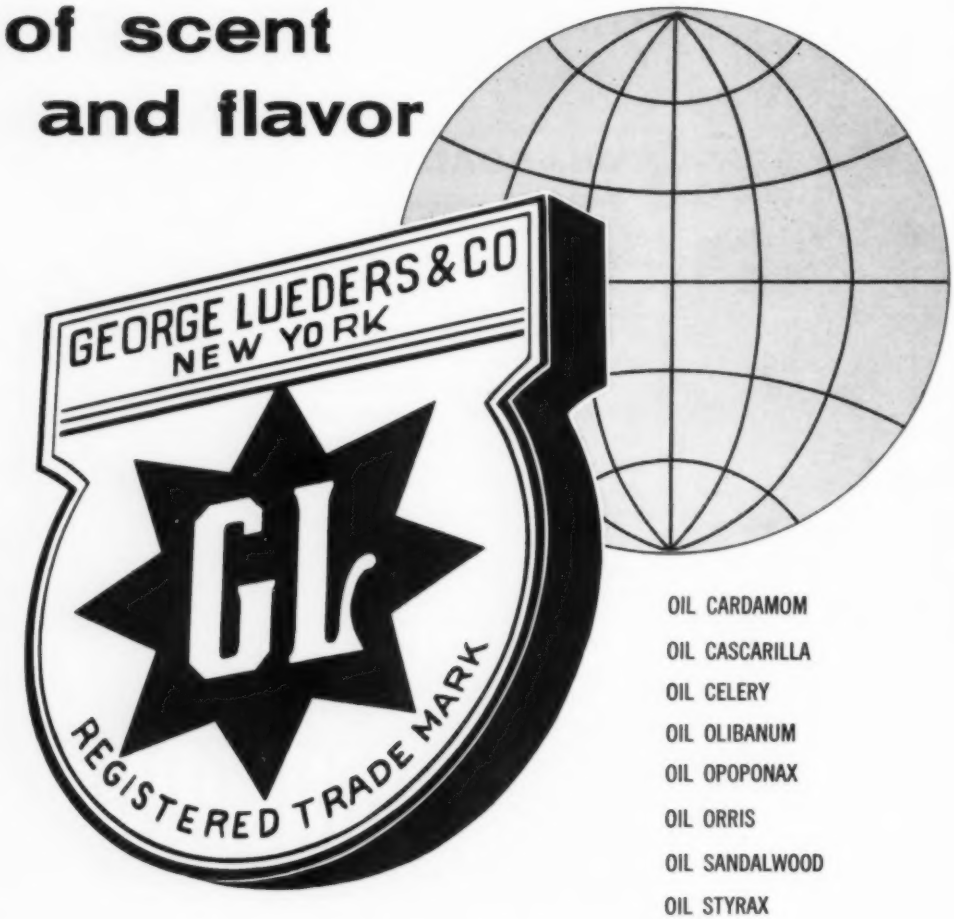

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NEWS & EVENTS

Aerosol-Chemical groups hold joint meeting

The Asociacion Espanola de Aerosols and the Asociacion de Quimicos de Espana met in Barcelona, Spain, May 11 for a joint meeting.

Dr. J. Artigas presided and **A. Herzka,** B.Sc., A.R.I.C., Pressurized Packaging Consultants Ltd., London, was guest speaker as was **F. Harlan,** president of the Federation of European Aerosol Associations.

Two films, "The Magic Button" and "Verre et Aerosols" were shown. The former was loaned by the Chemical Specialties Manufacturers Association of New York; the latter, by Saint Gobain, Neuilly-s-Seine.

Corday becomes subsidiary of Max Factor

On July 1, Max Factor & Co., Hollywood, Calif., acquired all the outstanding capital stock of Parfumerie Internationale Corday, Paris; Parfums Corday Inc., New York, and subsidiary corporations.

Corday is now a wholly owned subsidiary of Max Factor & Co., and present management has been retained.

Perfume products produced by Parfums Corday, Inc., and its affiliates include Toujour Moi, Fame, Trapeze and Jet currently marketed in the United States, France and 50 other countries.

The acquisition represents an important step in the Max Factor and Company's long range expansion program.

Fashion pavilion planned for New York fair

Clairol and Elizabeth Arden are two industry firms that have shown interest in the Fashion Industry Pavilion, proposed for the 1964-65 New York World's Fair.

Architectural plans for the proposed 120,100 sq. ft., 4-story structure have been completed, and call for 25,000 sq. ft. on each floor, about 50% of which will be devoted to exhibits. Cosmetics will share the second floor with jewelry.

New address for Flam-Haft

Offices and plant of Flam-Haft Laboratories, Inc., have been moved to 832 Broadway, New York City. The new quarters gives the creative perfumery and flavor specialties departments enlarged facilities, President Jacques A. Masson reports.

New England College of Pharmacy becomes part of NU

Effective Sept. 1962, the New England College of Pharmacy will become part of Northeastern University, Boston. It will be known as the Northeastern University College of Pharmacy, and will be the nation's only college of pharmacy on the cooperative education plan.

CISA elects officers

New officers elected at the last meeting of Cosmetic Industry Service Association include: President Jill Jessee, Vice President Elsie Thorsten, Secretary-Treasurer Ruth Fox, and Corresponding Secretary Aase Arnessen.

Agnes Corte will serve as a director for two years, and Gertrude Savoie, for one year.

V. H. Fischer

Fischer retires from Dodge & Olcott

Valentine H. Fischer, vice president of Dodge & Olcott, Inc., New York City, has retired after serving 44 years with the firm. Respected as an authority and prominent world trader in the essential oils and spice markets, Fischer is a past-president of the Essential Oil Association and an active member in the various allied associations.

Hurty-Peck buys De Lisser Extract Co.

Flavor house Hurty-Peck & Company, Indianapolis has purchased the De Lisser Extract Co., Roselle, N. J. This brings Hurty-Peck's complete flavoring manufacturing facilities to three: The Roselle plant, will serve the East; the Indianapolis plant, the central states; and the California plant, the western states.

de Hoyos heads Synfleur

Luis de Hoyos, former vice president, has been elected president of Synfleur Scientific Laboratories, Inc., Monticello, N. Y.

The company was founded by his maternal grandfather, Dr. Alois von Isakovics in 1889, and after his death

Louis de Hoyos, Jr.

his maternal grandmother M. Upshur von Isakovics, became president and his father, Luis de Hoyos, Sr., vice president.

New President de Hoyos has been with the company since graduating from Colgate University in 1943.

Rutgers offers course in flavor materials

The Rutgers University Extension Center will introduce an evening course in Flavor Materials this fall. The lectures will provide a thorough description of flavor materials and flavor compounding, plus an opportunity to experiment with new and hitherto unexploited flavor materials.

The 10-week course begins Oct. 4 and is an addition to the school's perfumery and essential oils program. Steffen Arctander, perfumer associated with International Flavors and Fragrances, is the class instructor.

Check List of Best Selling Technical Books

COSMETICS, SCIENCE AND TECHNOLOGY. The editorial board of this encyclopedia cosmetic work is made up of H. D. Goulden, E. G. Klarmann, and Edward Sagarin, executive editor. It is in five parts: I, Scope of Cosmetics (80 pages); II, Toilet Preparations (812 pages containing 800 formulas); III, Manufacture and Technology (214 pages); IV, Physiological Considerations (92 pages); plus preface and complete index. The sixty-five experts who contributed, are a "who's who" of cosmetic chemists in the United States and Canada. 1433 pages. Illustrated. Price $27.50.

HENLEY'S 20TH CENTURY BOOK OF FORMULAS, PROCESSES, TRADE SECRETS—REVISED, ENLARGED EDITION. Manufacturers, chemists and others call HENLEY'S the most valuable book of its kind. Nearly 10,000 formulas, processes, trade secrets. It contains formulas for nearly everything imaginable; new ways of doing things; technical process; so-called trade secrets. It has helped thousands make more from their present business and professions. A single formula may be worth more than 100 times the price of the book. Over 900 pages, completely indexed, cloth binding, $5.25 postpaid.

PRESSURIZED PACKAGING (AEROSOLS). By Alfred Herzka, Jack Pickthall. Although technical problems occur with all types of packages, those which arise with pressurized packages are many and complex. This reference book, by two recognized authorities deals with propellants, containers, valves, filling methods, laboratory procedures, emulsified systems, and perfumes. There is a complete section containing more than 200 formulations, including foods, insecticides, cosmetics, paints, and numerous other products. 400 pages. Illustrated. Price $15.00.

PERFUMERY SYNTHETICS AND ISOLATES. By Paul A. Bedoukian. This carefully compiled volume meets the genuine need for authoritative data on perfumery synthetics. It embraces the history, chemistry, physical and chemical properties, manufacture, uses, and other pertinent data of the principal perfumery compounds; and covers the important perfumery synthetics. A complete index adds to the value of this important work. 488 pages. Price $10.25.

THE HANDBOOK OF SOLVENTS. By Leopold Scheflan and Morris Jacobs. The most useful work of its kind today. Part I covers theoretical aspects and practical attributes such as solvent action, solvent power, evaporation and evaporation rates. In Part II the physical constants of over 2700 liquid compounds are tabulated for easy comparison. 728 pages. Illustrated. Price $12.00.

COSMETICS—THEIR PRINCIPLES AND PRACTICES. By Ralph G. Harry, discussed the skin, its nutrition and scientific care: the hair, its proper grooming, the physio-chemical problems involved in its washing; the teeth and their care, covering the present status of different dentrifices, and the luster-producing properties of ingredients. Much of the information has its source in the research activities of its author, embracing chemistry, dermatology, and microbiology. 786 pages. Illustrated. Price $17.25.

INTERNATIONAL ENCYCLOPEDIA OF COSMETIC MATERIAL TRADE NAMES. By Maison G. deNavarre, brings you reference data you will turn to constantly . . . the most complete listing of all the materials of the world used in cosmetic manufacture . . . including quick concise descriptions of approximately 4,000 materials . . . the names and addresses of the suppliers . . . and a very useful cross-index of the materials and their uses. You will use it when seeking new materials, or substitutes for those you may now be using. 400 pages. Price $7.50.

HANDBOOK OF COSMETIC MATERIALS. (Their Properties, Uses, and Toxic and Dermatologic Actions). By Leon Greenburg and David Lester. Contains alphabetical listing, with frequent cross references, of information on approximately 1,000 substances. For each compound gives: formula (including collateral names), properties, toxic action, dermatological action. Exhaustive bibliography. Essential for manufacturing chemists, cosmetic industry, dermatologists, allergists. 467 pages. Price $13.50.

THE ESSENTIAL OILS. By Ernest Guenther, with the collaboration of leading experts, this monumental six-volume work includes: Vol. I, Origin and Development of Essential Oils. 427 pages. Price $9.50. Vol. II, detailed data on several hundred constituents of essential oils. 852 pages. Price $13.50. Vol. III, discusses the oils of the plant families Rutaceae and Labiate. 777 pages. Price $13.50. Vol. IV, covers the widely used oils: citronella, lemongrass, bois de rose, cassia, and others. 752 pages. Price $13.50. Vol. V, takes up other oils of special interest to flavor, perfume and soap manufacturers: rose, ginger, cardamon, anise. 507 pages. Price $13.50. Vol. VI, completes the monographs on individual oils: wintergreen, sweet birch, juniper berries, and the numerous pine oils. 552 pages. Price $13.50.

MANUAL FOR THE ESSENCE INDUSTRY. By Erich Walter. Comprises methods, with formulas for making all kinds of essences for liquors and alcoholic drinks, fruit juices and jams, mineral waters, essences for fruits and other vegetables, essences for confectionery and pastry. Describes raw materials and laboratory practice. Discusses taste and the transfer to foods and beverages. 427 pages. Illustrated. Price $8.25. Published 1916.

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Composition of Natural Lime Oil

BY C. A. Slater, Schweppes (Home) Ltd. Research Laboratory, The Hyde, London, N. W. 9.

The results reported serve to demonstrate the complexity of the lime oils examined. Ecuelled (Natural) lime oil contains at least forty volatile components, twenty-four oxygenated compounds, fourteen terpene hydrocarbons and two sesquiterpene hydrocarbons. The distilled oil also contains at least forty volatile components, twenty-two being oxygenated compounds, nine terpene hydrocarbons and nine sesquiterpene hydrocarbons. In addition to the volatile components, natural lime oil deposits a yellow crystalline compound on standing. Recrystallization of this material from petroleum either (b.p. 80-100°) gave pale yellow prisms which sublimed in vacuo (2.4 x 10^{-3}mm.) at 130° to give a yellow powder, mp 132-5°. Analysis of this material showed its empirical formula to be $C_{11}H_{10}O_4$ and the infrared spectrum was consistent with its being citroptene, 5,7-dimethoxycoumarin, originally shown to be present by Tilden.[4] This compound is the major constituent of lime oil solids. Thru *Chemistry and Industry*, No. 24, Saturday, June 17, 1961, p. 833-5.

Spotting Composition

U.S. 2,980,621 patented by Morris Bittenfield 2127 Division St., Chicago. The patent covers a spotting composition for use in cleaning of garment material, consisting essentially of, in percentage by liquid measure per gallon:

	Percent
Sulphonated castor oil	12 to 50
28% acetic acid	10 to 25
26% ammonia	5 to 38
Soap solution	15 to 65

and said soap solution consisting essentially of, by weight to a gallon of water:

	Ounces
Laundry soap	1 to 4
Sodium perborate	1 to 3
Table salt	1 to 8

Thru *Soap and Chemical Specialties*, 37, No. 6, p. 165, June (1961)

Germ 1,106,926: Dentifrice contng. a fluoralkyl phosphate.

Bristol Myers Co. 15.6.57 as 30h. 13/10 B.45032 clg. 18.6.56 and 2.7.56 (USA) (18.5.61) Corresponds to British 837,121. Thru *Derwent Organic Patent Bulletin, 245*, Germ. Gp.5-p.3, June 23, 1961.

"Rejuvenating" Effect of Procaine

By G. C. Chiu.

(Digested from The Journal of the American Medical Asociation, Volume 175, No. 6, February 11, 1961, p. 502)

In his critical review of Professor Anna Aslan's work on vitamin H_3, Dr. Chiu not only reviewed Dr. Aslan's reports but also the literature from other sources before he commented on the work or drew any conclusions. Samples of this "wonder drug," better known as procaine, had been imported from Bucharest, Rumania, although it is readily available in almost every pharmacy in the civilized world. Consequently, all this trouble to get the drug has brought about additional inquiries into the true value of its use in treatment.

The treatment consists of intramuscular injections of 5 ml. of a 2 per cent solution of procaine hydrochloride three times a week for a series of twelve injections. Sensational improvement was noted in the conditions of the people in two arbitrary groups. The people in Group I included those displaying senility, loss of memory, decrease in estrogens, deficient hearing and vision, impotence, white hair, alopecia, skin discoloration, eczema, keratosis, scleroderma, psoriasis, ichthyosis, vitiligo, cardiovascular reaction to stress, muscular atony, Parkinson's disease, and arteriosclerosis.

Those in Group II were people who had arthritis, neuralgia, itching, peptic ulcer, asthma, and hypertension. There have been at least 165 reports published on the intravenous, intramuscular, and oral administration of procaine in a great variety of conditions including those listed in Group II. From an analysis of the data contained in reports, it was evident that the agent produced no curative effect on the underlying diseases. Its palliative effect was transient, and many reactions such as dizziness and nausea were observed in some patients.

According to Professor Aslan's report in 1960, at least 20,000 patients have been treated with procaine since 1951, but no use was made of placebo periods, control series, "double-blind" trial, or statistical analysis. Most of the reports claiming the prophylactic and curative treatment of old age that have come from Russia, Czechoslovakia, and East Germany have only been of a testimonial nature.

Dr. Leo Gitman's study of ten elderly patients indicated that vitamin H_3 was in no way responsible for any improvement. Vitamin H_3 is designated thus to differentiate it from para-aminobenzoic acid H, and H_2. It has long been known that procaine is rapidly and almost completely hydrolyzed in the blood and tissues by an enzyme, "procaine esterase," into its components, para-aminobenzoic acid and diethylaminoethanol. The effects attributed to procaine administered systemically are due to diethylaminoethanol.

There have been therapeutic claims concerning para-aminobenzoic acid and its effect on gray hair, skin diseases, and neoplasms. But these have not been supported by objective evidence. Diethylaminoethanol is said to slow the auricular and ventricular rate and abolish often the auricular flutter in experimental animals.

Intravenous injection tends to cause transient hypotension by inhibition of sympathetic vasoconstrictor reflexes. It possesses weak analgesic activity, stimulates intestinal motility of the excised intestine of rabbits, and causes constriction of bronchioles of the excised lung of guinea

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pigs. It has no effect on nerve conduction, skeletal muscle, and blood coagulation.

Thus, there is no evidence to support the claims of Professor Aslan for a "rejuvenating" effect from the use of procaine. These views which were also expressed in an editorial in the *British Medical Journal* are generally held by all those trained in the modern scientific method.

How to Collect and Interpret International Market Information.

By Roger Williams, Jr. and Dean J. Spence, Roger Williams Technical & Economic Services, Inc., Princeton Junction, N. J.

(Digested from paper presented at Chemists' Club symposium on Sources of Information for International Markets. New York City, April 18, 1961.)

A market research survey, whether domestic or international, should not be limited to a cut and dried statistical approach. Instead, the market research survey should be technical market research people talking to technical people who know the market. This combination provides a dynamic interpretation of the market situation.

A few months ago, the full impact of the world-wide industrial expansion was brought to everyone's attention by the dangerous levels in the outflow of U. S. gold. For the first time it became crystal clear that U. S. capital and goods, which have been used to set smashed foreign industry back on its feet after the devastation of World War II, had also produced industrial productive units much more modern and efficient than our own.

Countries which had been net importers of various chemical products, especially from the U. S., became exporters of these products and indeed are now finding ready markets in the U. S.

The U. S. is now being forced to face the fact that our vaunted productive capacity is being challenged by a number of young and vigorous opponents. The more you know about your opponent, the better you can wage the battle against him.

Market research, whether on a domestic or an international level, has the primary function of gathering the available knowledge about a particular situation or subject and presenting it in such manner that proper management decision can be made.

Statistics form the framework of a market survey, but in international market research, statistical and reliable information sources are too widely dispersed to gather and analyze the information conveniently. The picture is different in the United States, however, where data are available from U. S. Department of Commerce, Bureau of Census, U. S. Tariff Commission, and other sources.

In market survey for a chemical or product on an international scale, reports FT 110 and FT 410 on U. S. imports and exports often provide valuable information concerning movement of the subject product between U. S. and other countries.

In addition, his company uses several foreign sources of information; namely, the statistical office of every country's government, chemical manufacturers associations for the various countries, Chambers of Commerce, branch offices of major U. S. banks and U. S. commercial attaches located in principal cities, or U. S. embassies throughout the world. In addition, there's the Organization for European Economic Cooperation, and the European Common Market countries. This latter group, in January 1960, adopted the Brussells nomenclature which is a standard method of reporting data, similar to our Standard Industrial Classification number system. This is helping to place market statistics on a uniform basis.

Statistics can show a movement or trend but they sel-

dom show why. It is the answer to this question which sets the market survey above an accountant's audit of numbers.

Glycyrrhetinic Acid—A Triterpine with Anti-Oestrogenic and Anti-Inflammatory Activity.

By Shirley D. Kraus

(Digested from the Journal of Pharmacy and Pharmacology, Vol. XII, No. 5, May, 1960, p. 300.)

Glycyrrhetinic acid is a triterpine resembling allopregnane and androstane in the orientation of the hydrogen atom on C(5). The $\delta\beta$-unsaturated 11 ketone group in ring C morphologically relates glycyrrhetinic acid to the Δ^4-3-ketosteroids (testosterone, progesterone, adrenal corticoids). This report is concerned with the effect of glycyrrhetinic acid on the inhibition of growth induced by a steroid of the oestrane series, on action of the Δ^4-3-ketosteroids, and the anti-inflammatory activity of the acid in the absence of the adrenal gland.

CFN rats and normal rats, 22 to 23 days old, weighing 35 to 40 gms., were treated for three days with a 0.1 ml. portion of the vehicle with or without β-glycyrrhetinic acid as well as sesame oil with sex hormone. The animals were decapitated and a comparison of the relative weights of their organs was made. The anti-inflammatory action of β-glycyrrhetinic acid and glycyrrhetinic acid was measured by depression of granuloma tissue formation by the cotton pellet technique.

The results indicated with the increase in the weight of the uterus in response to exogenous oestrogen that β-glycyrrhetinic acid was a potent oestrogen antagonist. β-Glycyrrhetinic acid in doses from 1.2 to 6.0 mg. produced 23 to 33 per cent decrease in the weight response of the uterus to 0.30. μg. of oestradiol benzoate with no significant differences between doses. A comparison between the dose response curves of rats given oestradiol alone and those also given β-glycyrrhetinic acid indicated that 6.0 mg. of the acid caused a significant reduction in the potency of the oestradiol, twice the dose of which was required in the presence of the acid to obtain a response equivalent to that of the oestrogen alone. There were no significant differences between the uterine weights of untreated and glycyrrhetinic acid treated rats. β-Glycyrrhetinic acid restricted the uterine weight increase in response to oestrogen in doses which did not interfere with somatic growth or depress gonadal size. Adrenal hypertrophy and thymic involution induced by a 0.30 μg. of oestradiol benzoate were not affected by the acid. Testicular atrophy induced by 75 μg. of oestradiol benzoate was also not affected by 6.0 mg. of β-glycyrrhetinic acid. It had no effect upon the size of immature testes. Glycyrrhetinic acid resembles the glucocorticoids in anti-inflammatory action. Depression of granulation tissue in adrenalectomised animals must be attributed to the similarity in chemical configuration between glycyrrhetinic acid and the corticoids. The conclusion was drawn that the absence of a correlation between dose and response in this work was probably due to the poor absorption or rapid excretion of the drug or both.

A New Suspending Agent for Calamine Lotion.

By Joe E. Haberle and William B. Swafford

(Digested from the American Journal of Pharmacy, Vol. 33, No. 2, February 1961, p. 58.)

The first official formula for calamine lotion contained no suspending agent, and its ingredients separated immediately after the product was prepared. Bentonite magma and combinations of polyethylene glycol 400 and

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polyethylene glycol 400 monostearate were used as suspending agents, but other difficulties were encountered with their use that called for additional research into the various other suspending agents. Marcus and DeKay used 2% sodium alginate; Zopf tried increasing the polyethylene glycol 400 monostearate from 2% to 4%; Goldstein presented a formula containing sodium carboxymethlcellulose and Aerosol OT; veegum was also suggested. However, none of these modifications proved to be as popular as the bentonite magma formula.

As a result, Cellosize WP-4400, a nonionic synthetic colloid, was investigated as a possible suspending agent in both plain and phenolated calamine lotions in concentrations ranging from 0.25% to 2.0%. Sixteen samples were formulated and two standards were prepared of the Calamine Lotion U. S. P. XVI and Phenolated Calamine Lotion U. S. P. XVI. The Calamine Lotion and Phenolated Calamine Lotion separated 50 and 37%, respectively, the first day. None of the formulations containing Cellosize WP-4400 settled more than 2%. The percentage of separation of the active ingredients decreased as the concentration of Cellosize WP-4400 was increased. It was also noticed that the phenolated lotions settled out less rapidly than the plain lotions containing the same amount of this suspending agent.

All formulations containing less than 1½% Cellosize WP-4400 poured readily from two-ounce prescription bottles on the day of manufacture and at the end of the study. The plain and phenolated lotions containing 1¼% of Cellosize WP-4400 were chosen as the best formulations which were evaluated. The plain lotion settled only 2% compared to 39% for the official phenolated preparation. They poured easily, had good spreadability, and dried to a non-transferable film on the skin. The formulas for these two lotions are presented below:

Lotion #5	
Calamine	8 gm.
Zinc Oxide	8 gm.
Cellosize WP-4400	1¼ gm.
Calcium hydroxide Solution q.s. ad	100 ml.

Phenolated Lotion #5	
Calamine	8 gm.
Zinc Oxide	8 gm.
Cellosize WP-4400	1¼ gm.
Liquified Phenol	1 ml.
Calcium hydroxide Solution q.s. ad	100 ml.

Papers Presented before the Scientific Section of the American Pharmaceutical Association, April 23-28, 1961

The Effect of pH and Solvents on the Interaction of Salicylic Acid with Nylon.

By John Autian and A. J. Kapadia. The University of Texas, College of Pharmacy, Austin, Texas.

The use of plastics in recent years for devices such as containers, tubings and syringes has necessitated a critical examination of the plastic material as to its compatibility with drug systems. In previous studies, it was found that nylon syringes and tubings bound to various degrees a number of agents having an acidic hydrogen. One of the agents included in the aforementioned study was salicylic acid. In this paper, information is presented to show the influence pH and solvents have on the binding or sorbing properties of nylon in respect to salicylic acid. The results indicate, in general, that the binding is decreased as the salicylic acid becomes more ionic in character and as the dielectic constant of the solvent decreases.

The Physical Properties of Lipids Used in Pharmacy, II. The Use of Heating-Cooling Curves to Screen Lipid Materials.

By S. P. Eriksen, D. R. Reese, and J. V. Swintosky. Research and Development Division of Smith, Kline & French Laboratories, Philadelphia, Pa.

This report describes the use of heating-cooling curves for the study of polymorphism as it occurs in chemically pure or commercial samples of glyceryl mono-, di-, and tristearate, theobroma oil, spermaceti, white petrolatum and cetyl alcohol.

The interpretation of the data obtained by the heating-cooling method has been simplified by using a log temperature difference plot which transforms the usual temperature-time curve into a series of connecting straight lines.

The effects of heating or cooling rates on crystal form and crystal transition temperatures were studied with the aid of the improved heating-cooling curve plots. Distinct polymorphic transitions were observed in the pure glyceryl stearates. On the other hand, in commercial materials there was much less evidence that the observed crystal changes were associated with specific polymorphic transformations. The relationship between the transitions observed and the probable storage stability (i.e., the maintenance of film integrity, moisture permeability, etc.) is discussed.

Complexation of Organic Acids and Bases with Their Salts in Aqueous Solution.

By Michael R. Valinoti and Sanford Bolton. College of Pharmacy, University of Rhode Island, Kingston, R. I.

The solubilization of certain organic acids in aqueous solutions of their salts has been attributed to a complexation between the acid and anion species. In the present investigation solubility studies were used in an effort to ascertain the factors influencing such complexation and to determine the nature of the complexes formed. Benzoic acid, salicylic acid, p-hydroxy-, 2,4-dihydroxy-, 2,5-dihydroxy-, 2,6-dihydroxy-, and 3,4-dihydroxybenzoic acids, phenylacetic acid, adipic acid, barbituric acid, barbital, phenobarbital, and saccharin showed substantial increases in solubility in the presence of their sodium salts. In some cases insoluble complexes were formed at high salt concentrations. The solubility of the complexes appeared to be at least partially dependent upon the solubility of the salt. Addition of hydroxyl groups to benzoic acid favors complexation. Quantitative evaluation of equilibrium constants could not be determined because of a concurent salting out effect. Studies with atropine and procaine in solutions of their salts showed that similar complexes occurred in these systems.

A Simple Rheometer for Definition of Viscoelastic Properties of Structural Liquids.

By Duncan McVean, Albert M. Mattocks. University of Michigan College of Pharmacy, Ann Arbor, Michigan.

A "rising sphere" instrument is described which records the stress as a function of strain imposed on a liquid by a sphere being pulled upwards. Measurements involve only strain of the liquid structure and not flow. Relaxation constants and other elastic constants are derived *via* the typical mechanical models for viscoelasticity. The results are believed to be particularly valuable to the study of sedimentation of suspensions. Examples of data for several structural systems are presented. The apparatus is simple and inexpensive to construct.

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Interactions of Parabens with Nonionic Macromolecules. By Seymour M. Blaug and Sayed S. Ahsan. State University of Iowa, College of Pharmacy, Iowa City, Iowa.

The purpose of this investigation was to study the interaction of a series of P-hydroxybenzoic acid esters (methyl, ethyl, propyl and butyl) with various nonionic macromolecules in order to determine the effect of increasing paraben chain length on the extent of interaction between the esters and the macromolecules. The macromolecules included in this study varied from strongly hydrophilic agents such as Polyethylene glycols 4000 and 6000 to those containing hydrophilic moities such as Tween 80 and Myrj 52.

Data presented enables one to calculate the amount of preservative that would be required in the presence of various nonionic macromolecules to insure the presence of sufficient unbound or free preservative.

Consistency-Structure-Temperature Relationship of a Pharmaceutical Gel. By Thomas G. Gerding, H. George DeKay, and Alfred N. Martin. School of Pharmacy, Purdue University, West Lafayette, Indiana.

The consistency of a gel depends upon its structure and the structure in turn is affected by temperature. The objective of this study was to develop a better means of gel evaluation. An instrumented Ferranti-Shirley viscometer was used to measure the rheological properties of a white wax in liquid petrolatum gel over a 25°C to 45°C range. A dilatometer was used to show the structure-temperature relationship of the gel over the same temperature range. The thixotropic index, spur value, plastic viscosity, and yield value of the gel rose with increased percentage of gelling agent and decreased with increased temperature, the decrease being sharper at low temperatures. Plots of specific volume of the gels versus temperature were made, and the temperature coefficient of specific volume (dV_{sp}/dT_{oc}) was found to increase as the amount of gelling agent was increased. At higher temperatures the specific volume of the gels changed more rapidly, indicating expansion and a more random state of the gel structure. In this range, the rate of change of rheological properties with respect to temperature was found to be less, as might be expected. This type of study proved successful in providing useful data for gel evaluation.

A Radioisotopic Method of Evaluating Dispersed Systems. By J. B. Appino, J. E. Christian, and G. S. Banker. Purdue University School of Pharmacy, Lafayette, Indiana.

Liquid petrolatum emulsions were prepared by a standard method and isotopically evaluated. Sodium iodide-I-131 and iodobenzene-I-131 were used as tracers to label the water phase or oil phase respectively. Two apparatus, utilizing Geiger-Muller tubes and a scaler, were constructed to aid in detecting the radioactivity. The radioisotopic evaluation required less time than visual or microscopic evaluations and detected changes in phase uniformity before they became visible. A radioisotopic creaming rate, that could be used to compare microscopically statistically identical emulsions, was determined for each emulsion. The radioisotopic creaming rates could also be used to compare production samples of an emulsion to a previously determined standard. The method is applicable to w/o or o/w emulsions with either phase being labeled. The radioactive tracers had no effect on the particle size or viscosities of the emulsions when used with the methods described. All evaluations were subjected to statistical analyses.

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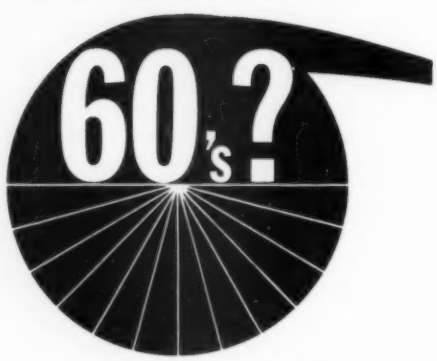

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Temperature Induced Rheological Variability In An Emulsion System.
By H. George DeKay, Gilbert S. Banker, and James C. Boylan. Purdue University School of Pharmacy, Lafayette, Indiana.

A white wax, mineral oil, and water emulsion was prepared at temperatures ranging from 70 to 90°C, and was cooled at three rates. An air bath, containing heating and refrigeration units, was employed for temperature control. The study dealt with rheological differences produced by varying the temperature of emulsification and the rate of cooling. Differences in rate of separation and particle size were also noted.

Thixotropy, viscosity, and yield value were periodically calculated over a ninety-one day period. All emulsions increased in thixotropic area on aging, with the rate of cooling producing significant differences. Most of the preparations showed an increase in yield value and viscosity after standing a period of time. Rapidly cooled emulsions demonstrated smaller particles and more rapid separation. Moderately and slowly cooled products had larger particles and little separation. The emulsification temperature and rate of cooling both significantly altered the rheological properties, particle size, and separation rate of the emulsion.

INDUSTRY EVENTS CALENDAR

Aug. 17—**Chicago Perfumery, Soap and Extract Association.** Annual "swing party" and dinner dance, Glen Flora Country Club, Homewood, Ill.

Sept. 14—**Chicago Perfumery, Soap and Extract Association** (Par Busters Golf Outing) Calumet Country Club, Homewood, Ill.

Sept. 26-27—8th Annual **Cosmetics Seminar of The Society of Cosmetic Chemists,** Theatre of the Barbizon-Plaza Hotel, New York City.

Oct. 4-7—International Congress of the Federation of European Aerosols., Lucerne, Switzerland.

Oct. 10—**Chicago Perfumery, Soap and Extract Association,** Luncheon, Sheraton Towers, Chicago.

Oct. 18-20—**23rd Annual National Packaging Forum,** Biltmore Hotel, New York City.

Oct. 31-Nov. 1—**First International Symposium of Automatic Merchandising,** McCormick Place, Chicago.

Nov. 7-10—**Packaging Machinery Manufacturers Institute Conference-Workshop and Exposition,** Cobo Hall, Detroit, Mich.

Nov. 27-Dec. 1—**28th Exposition of Chemical Industries,** New York Coliseum, New York City.

1962

May 9—**Scientific Section of the Toilet Goods Association, Inc.,** New York City. (Place to be announced later).

June 24-29—**Joint Convention of the Toilet Goods Association, Inc.** (USA) and the **Toilet Goods Manufacturers' Association of Canada,** Chateau Frontenac, Quebec, Canada.

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PERSONALITIES

James W. Murphy has been named national sales manager for April Showers and Cheramy fragrance products of Houbigant Sales Corp. Murphy was formerly national sales manager of Shulton.

John P. Lippmann is new administrative assistant for sales of Chanel, Inc. He previously managed the wholesale division of Henri Bendel Perfumes.

Allen E. Katz has been appointed executive vice president of F. Ritter & Co., Los Angeles, essential aromatics producer. He will coordinate the company's sales, production and research-development efforts in the modernization and expansion program in which the firm is currently involved.

Sylvester J. Cleary, former marketing coordinator, the Mennen Company, Morristown, N. J., has been named merchandising manager. **Donald L. Gallagher,** former head of the sales office, is new marketing coordinator.

Ellis Meer, president of Meer Corporation, North Bergen, N. J. processor of gums, botanicals and natural products, is new president of the Water Soluble Gum Association.

Walter Wien has been appointed sales promotion director of Fritzsche Brothers, Inc., New York City perfume specialties producer.

Charles J. Wade has been elected a vice president of Lanolin Plus, Inc., Newark, N. J. He joined the firm in 1959 as comptroller, and was elected treasurer a few months later.

Plans are underway for the merger of Penick & Ford, Ltd., Inc. and Morningstar-Paisley, Inc. The latter will operate as a division of Penick & Ford, Ltd., Inc., and no change in management is anticipated.

New field manager—wholesalers for Coty, Inc. is **John A. Hutchens.** His responsibilities will encompass all phases of Coty's relationship with the

J. A. Hutchens

wholesaler on a national basis. Previously, Hutchens was sales manager, drug wholesalers for Shulton, Inc.

Philip J. Sagona is new president of Lancome Sales, Inc., exclusive franchised distributor for Lancome of France. The French firm recently

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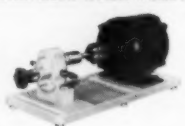

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P. J. Sagona

sold the franchise for distribution of its products to all fifty United States. Since the founding of the company in 1935, sales in the United States have been handled directly from Paris. Sagona's first position in the industry was at Revlon where he worked up to district sales manager. He later joined Chanel, Inc. and prior to the Lancome appointment, was director of marketing for Lanvin Parfums, Inc.

David J. Warner has been appointed field sales manager of Fleuroma, Inc., Long Island City, N. Y. He has been with the firm for seven years, and in his new position, will work under Sales Manager **A. E. Eisenkraft** in handling the firm's expanding sales activities. Warner is a past president of the Cosmetic Industry Buyers' and Suppliers Association.

Tedd Thomas has been promoted to sales promotion manager of Prince Matchabelli, Inc. As a student at Princeton University, Thomas became a member of the Prince Matchabelli campus-selling program, and upon

Tedd Thomas

graduation joined the company's regular sales force. Last year he went into the New York office as assistant in merchandising of Prince Matchabelli and Aziza Eye Cosmetics.

New general manager of domestic purchasing and packaging for Chesebrough-Pond's Inc. is **Frank Golden.** He previously was manager of packaging and merchandise services at General Foods Corp.

Frank Golden

Tam Noyes has been named fashion coordinator for the DuBarry, Richard Hudnut, Ciro and Sportsman lines at Warner-Lambert Pharmaceutical Co., Morris Plains, N. J.

Mary Hodges is new fragrance consultant coordinator at Lentheric.

In this newly-created position, Miss Hodges' liaison duties will include coordination of activities between Lentheric, the traveling representatives and cosmeticians all over the country. In addition, she will publish a newsletter for the cosmeticians.

Herbert Linne is new general sales manager of Paris Cosmetics, Inc., Corona, Queens, N. Y., private label cosmetic producer. Linne has been in technical sales of cosmetics raw materials and perfumers for some 15 years. Formerly with Van Dyk & Co., he is a member of The Society of Cosmetic Chemists and The Cosmetic Industry Buyers and Suppliers Assoc.

Herbert F. Storfer has been elected president and a director of Parfums Corday, Inc., wholly owned subsidiary of Max Factor & Co. Storfer formerly was executive vice president of Parfums Corday.

Plans are afoot to accelerate the firm's

H. F. Storfer

growth in the United States, France, and more than 130 other countries where Factor maintains distribution facilities.

Storfer has been active in the perfume industry since 1945, and is the son of **Benson Storfer**, president of Corday since 1931. The latter is acting in a consulting capacity with the firm.

Elmer J. Munder has been named field sales supervisor, mid-western branch of the Toiletries division of Shulton, Inc.

Frederick G. Lodes, Lodes Aerosol Consultants, Inc., New York City, has been named the official representative of the Chemical Specialties Manufacturers Association to the International Congress of the Federation of European Aerosols. The meeting is scheduled for Lucerne, Switzerland, October 4-7. Lodes heads the recently-formed CSMA European Aerosol Liaison Committee.

TRAVELERS

R. W. Montgomery and his wife have gone to Europe. He is co-manager in charge of all sales activities for Verona Aromatics, Newark, N. J. They will visit Germany, France and England where Montgomery will visit Verona's friends. He will also spend some time with Haarmann & Reimer GMBH, Holzminden, West Germany, with whom Verona has a close business association.

Browny and Straussie Brown, founders of Browny of Honolulu, Ltd., Hawaii's only perfumer, had a four month world cruise recently. They visited Japan, Hong Kong, Bangkok, India, Italy, France and England. In Paris, Browny placed his

The Browns

line of perfumes with one of the retailers there. The Browns started in business in 1946. Brown, a perfume chemist, developed a technique of placing live Hawaiian flowers in the actual bottle of perfume. The "grass shack" package is well-known.

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News of the Societies

SCC announces 8th annual seminar

The Society of Cosmetic Chemists will hold its 8th Annual Cosmetic Seminar on September 26 and 27, 1961, in the Theatre of the Barbizon-Plaza Hotel, 106 Central Park South, New York City.

Dr. H. W. Zussman, Chairman of the Seminar Committee, has arranged a series of papers on the "Biological Activity in Cosmetics". The program for the two-day meeting will be as follows:

The Problem of Biological Activity in Cosmetics Emil Klarmann, Ph. D., Lehn and Fink.

Anti-inflammatories, Norman Orentreich, M. D., New York University School of Medicine.

Effects of Estrogens on Sebaceous Glands, John Strauss M. D., Boston University School of Medicine.

The Use of Fluorides in Anti-cariegenic Dentifrices, D. S. Barie, Proctor & Gamble.

Ultraviolet Absorbers, John M. Knox, M.D., Baylor University School of Medicine.

Enzymes, K. L. Howard, Ph. D., Wallerstein Laboratories.

Vitamins, H. Rubin, Ph. D., Hoffman La Roche.

Anticholinergics, J. F. Migliarese, Ph. D., Colgate-Palmolive.

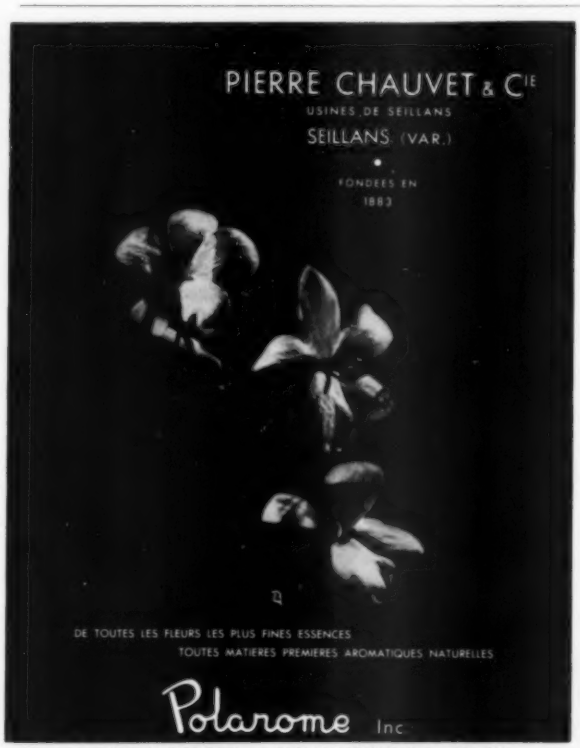
Should Bacteriostats be Added to Toilet Soaps, W. M. Linfield, Ph. D., and R. E. Casely, Armour & Company, Grocery Products Division.

Antibiotics, Vincent de Gennaro and R. E. Mackey, Chas. Pfizer & Company.

Skin-bacteriostat Relations, Thomas Furia, Geigy Industrial Chemicals.

Mechanisms of Bacteriostatic Action, Eugene D. Weinberg, Ph. D., Indiana University.

Due to limited registration, those who wish to attend send reservations, together with a check for $30.00 for members and $35.00 for non-members to cover the full cost of the two-day meeting, to: **Walter Wynne, Society of Cosmetic Chemists, 2 East 63rd Street, New York 21, New York.**



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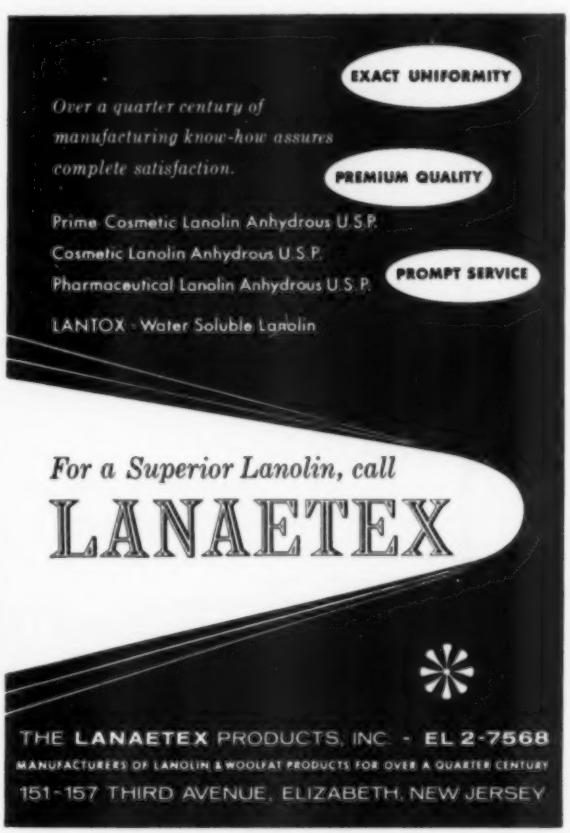
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TRADE LITERATURE

Speeds up horny layer and percutaneous penetration

• Human studies just completed on Robane's ability to accelerate horny layer penetration and percutaneous penetration of the skin are detailed in new technical data sheets. Data sheets on other specialty products, too, are available from Robeco Chemicals, Inc., Dept. AP, 25 East 26th St., New York 10, N. Y.

Metal detectors

• Booklet explains the environmental and operational factors which affect the sensitivity of radio frequency metal detectors. Installation requirements for satisfactory operation are highlighted as are the function and proper application of RF metal detectors. Metabloc control nuts and search coils are shown by Morehouse Machine Co., Dept. AP, 1742 Sixth Ave., York, Pa.

Analysis of aldehydes

• New methodology for continuous, automatic analysis of Aldehydes is outlined in data sheet. Procedure is given for Aldehydes in the range of 0-1% as well as for analysis of trace levels. Flow diagram, semi-log plot and chart recording are included by Technicon Controls, Inc., Dept. AP, Chauncey, N. Y.

Water demineralizer

• Disposable cartridge-type water demineralizers for use in laboratory and pilot plant are shown in Bulletin #154. Various models are featured ranging up to 1500 gph, in standard, pressure-type and two stage purifiers. Special rinse water purification loops are described as are the various cartridges in the line by Barnstead Still and Sterilizer Co., Dept. AP, 2 Lanesville Terrace, Boston 31, Mass.

New pearlescing and opacifying agent

The new product is claimed to have strong pearling effect at low concentrations, and yet be of an extremely light color. Properly formulated, it will not depress the foaming action and will leave a pleasant cosmetic feel.

Called Monapearl A, it is soluble in hot mineral oils, acting as a thickener or gellant on cooling. Addition of water will form creamy W/O emulsion Mona Industries, Inc., Dept. AP, Paterson, N. J.

Propylene glycol, U. S. P.

• Various properties are given for propylene glycol, U.S.P. for the cosmetic industry. Applications are listed and extensive solubility data is presented in tabular form for ready reference by Jefferson Chemical Company, Inc., Dept. AP, P. O. Box 303, 1121 Walker Ave., Houston 1, Texas.

Pearl Pigments

• A comprehensive technical bulletin on the use of pearl pigments has been issued by Rona Pearl Corporation, Department AP, East 22nd Street, Bayonne, N. J. Properties, typical uses and general procedures are given for the use of pearl pigments for cosmetics.

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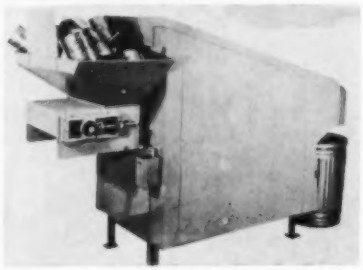


Crown Spra-Clad 16 oz. aerosol can is coated in the flat prior to fabrication, and then coated internally after the body has been formed in the round. This system is said to eliminate interior coating scratches that might occur while the can body is being fabricated.

Need for an effective internal coating system was generated by today's hard-to-hold products (shave cream, etc.), and cans are available with various interior coatings designed for compatibility with the product to be dispensed.

Crown Cork & Seal Co., Inc., Dept. AP, 9300 Ashton Road, Philadelphia 36, Pa.

Disposes of bottle and can rejects

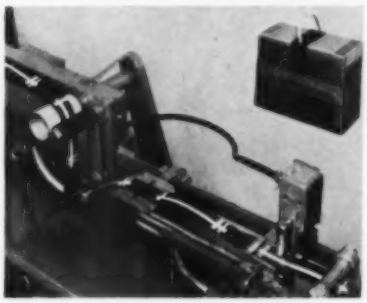
Model 2500 can and bottle crusher has been developed for the chemical field that will crush any size bottle, can, vial, ampul, or aerosol can in seconds, the maker reports. Many cans may be crushed without removing the product which can be recaptured for reuse, it is said.

Crushing the containers (leakers, short-fills, damaged goods, returns, etc.) minimizes space, releasing it for more productive use.

Rescor Industries, Dept. AP, Mount Vernon, N. Y.

Applicator for carry-out handles

Unit automatically applies carry-out handles to folding cartons, corru-



gated paper boxes, or other containers that will be tape sealed or glue sealed.

This innovation aids the retail outlet, saving wrapping materials, time and labor, and provides strong handles for consumer convenience.

Unit is designed for use by the container producer, or can be incorporated in the packaging line of the cosmetic manufacturer.

General Corrugated Machinery Company, Dept. AP, Palisades Park, N. J.

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C.I.B.S. MEETING

At a recent meeting of the Cosmetic Industry Buyers & Suppliers Association in New York City, **Dr. Wallace H. Wulfeck,** vice-chairman William Esty Co., New York advertising agency was guest speaker. He talked on the theoretical and practical aspects of psychology relating to business.

Left to right are: CIBS Luncheon Chairman **Walter Morton,** Hazel Atlas Glass; **Dr. Wulfeck;** CIBS President **Robert C. Ring,** Hewitt Soap Co.; and CIBS General Program Chairman **Dallas D. Roush,** Owen-Illinois Glass Co.

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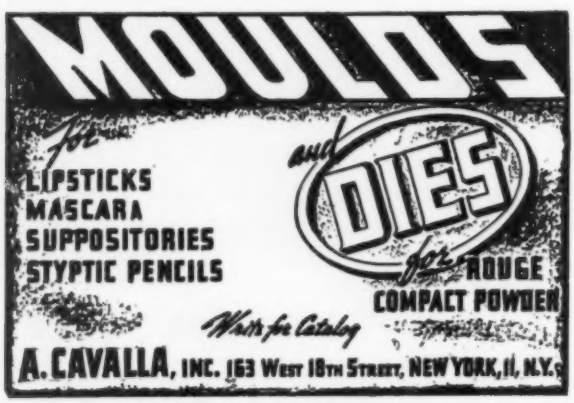

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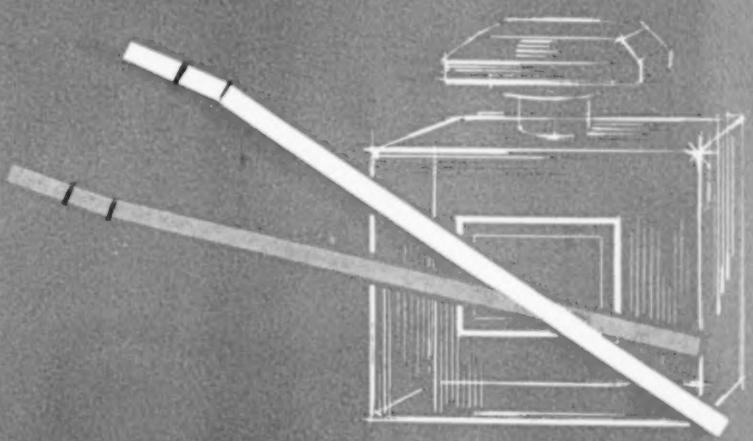

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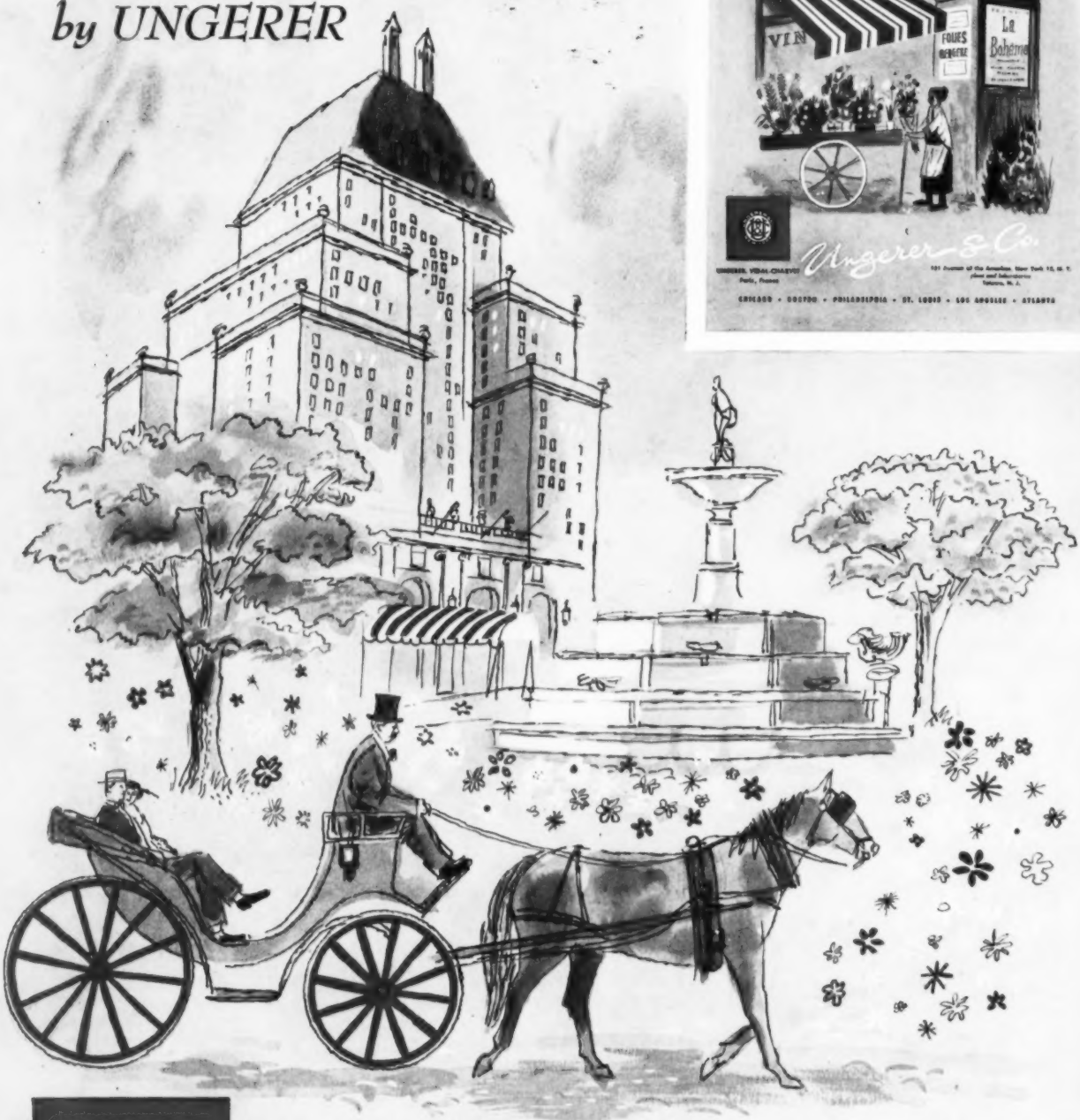

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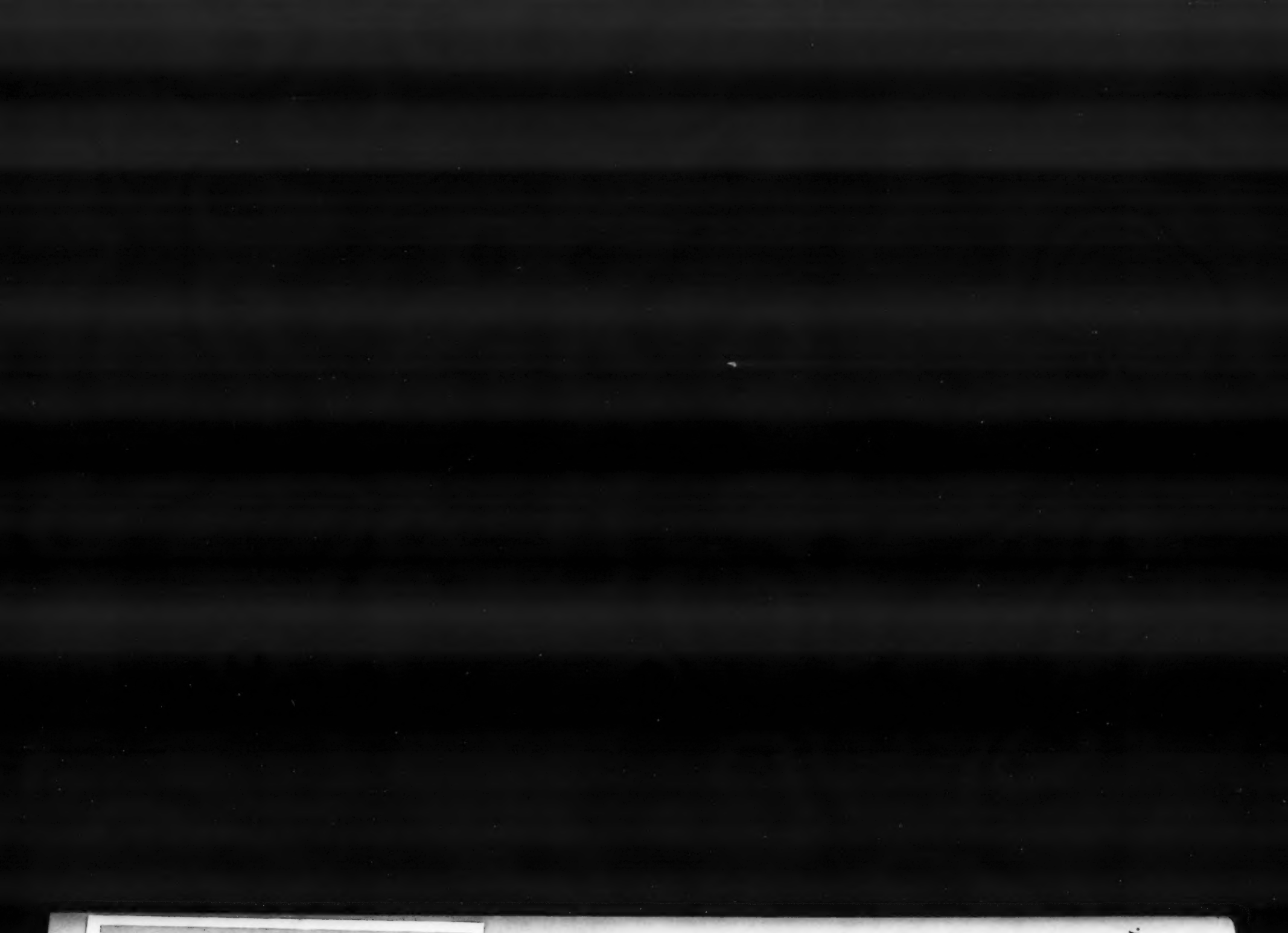
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